

How to make inhabitants of Nyon walk more



**Bachelor Project submitted for the Bachelor of Science HES in Business
Administration with a major in International Management**

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Geneva, August 15, 2014
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Declaration

This Bachelor Project is submitted as part of the final examination requirements of the Geneva School of Business Administration, for obtaining the Bachelor of Science HES-SO in Business Administration, with major in International Management. The student accepts the terms of the confidentiality agreement if one has been signed. The use of any conclusions or recommendations made in the Bachelor Project, with no prejudice to their value, engages neither the responsibility of the author, nor the adviser to the Bachelor Project, nor the jury members nor the HEG.

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Geneva, August 15th, 2014

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Acknowledgements

This Bachelor project is the final project of my studies of Business Administration with a Major in International at the University of Applied Science in Geneva.

This paper has been written with the contributions of several people to whom I would like to express my gratitude. The discussions and debates around the subject with these people helped me to better understand the topic and achieve the result.

First of all, I would like to thank my Bachelor Project advisor, Mrs. José Simko, for her Knowledge and enthusiasm, as well as for her passion of marketing and innovation which helped me to succeed in this challenge.

Secondly, I would like to thank the Commune of Nyon, which gave me the opportunity to study an important topic in a real context. Special thank you to Mr. Fournier who provided me all the information I needed about Nyon. Thanks also to Mrs. Ruey-Ray, municipal of the mobility in Nyon, who shared her opinion on how she felt about the future mobility as well.

In general I would like to thank all the teachers and lectures I met during these 3 years of studies. I would also like to give a special thank you to Mrs. Nathalie Nyffeler, teacher in Marketing and innovation at HEIVD in Yverdon, who made me discover the mobility world.

Above all, I sincerely would like to say thank you to my parents for their unconditional support. But also to, Marco Leonini and Chatal Rohner who helped me correct this paper and also Carina Marcelino who helped me for the documentation and gave me motivation along the way.

Research Question and Methodology

The purpose of this research is to understand what make people walk. Today mobility as well as health and ecology become major actors of our society. Being mobile becomes slowly an asset, and asking an employee to make 200 kilometres for a meeting isn't anymore something surprising.

In addition, inactivity becomes more and more present in our society. Even in Switzerland, which is not the worst country in term of mobility, is spending an important amount of money link to this lack of activity. Cities are investigate by car and traffic jam start to appear everywhere even in small cities. We choose to use Nyon to conduct this study because the size of the city is affordable and the commune was willing to collaborate. The report will answer the following questions:

- What motivate people to walk?
- What stop them to walk?
- What would make them walk more?

The first section of the report will be dedicated to the mobility in general, using as a support the book "Les Paradoxes de la Mobilité" by Vincent Kaufman. This part will include an over view of what it takes to promote the mobility around the world especially in America.

Secondly a description of Nyon and what is done for the mobility as well as the characteristic of the city and the public transport offer will be explained.

In the third party we will discover how the civil have to walk and how important it is to do physical exercise. Finally some recommendations of good practice for Nyon will be provided as an out come of the different surveys and analysis made on the Nyon's population. Since the mobility problem is closely link to the place, it is important to have data concerning the city we want to analyse. In order to have actual data about Nyon this research used two surveys. The First one was made of 18 persons who live in each part of the city. The interview was made face to face and each question was discus and debate. With this first survey some guidelines and groups were made. Then a second survey, this one quantitative, was made trough Facebook. This survey was built based on the answer collected on the face-to-face interview. The goal of the second survey was to know the feeling of the population in a larger scale. Finally, based on the practices made around the world and the analysis of the two surveys, some advices and recommendations are made.

Executive Summary

Nowadays, Mobility becomes more and more important in a city long run development. The traffic jams created by the cars associated to the increase in the population is a challenging problem for every city. The challenges concern several areas, energy, pollution and security. Among them mobility plays a key roll, it connects everything and implies several actors. If a city would like to grow, attract companies and satisfy their inhabitants, it must offer appropriate mobility services.

Health is also a major topic, overweight people are increasing seriously and the population is getting older and older and that will bring new challenges for the mobility. It's important to focus on the people's health and pedestrian mobility is a good weapon against it. Walking is the best way to get people moving, it maintains our body fit, it doesn't make any noise and is pollution free. Unfortunately decades of transportation improvements, tends to remove people's habit to walk, since the Human is lazy.

Nyon is growing, since a few years several International companies started to come to Nyon and the construction of a new neighbourhood just started. In order to keep a nice living environment and a good quality life, the city needs to manage the future mobility services intelligently. The city is already a victim of the amount of cars going through the centre, causing important traffic jams. This traffic problem forces the city to re design all the bus lines in order to maintain an efficient service.

Around the world several companies and cities have already started the "fight" for mobility. Some good practices and efficient policies show that everybody benefits from getting active. Some good examples for improving mobility are shown in the literature.

This paper provides a study of the walking practices in Nyon. Two surveys were conducted first a qualitative one and second a quantitative one. The objective was to grab the inhabitant's feelings about the mobility, especially the pedestrian one. With this data we show some topics and areas to focus on.

For example, the study shows that the people living in Nyon are missing some pedestrian streets and parks. They would like to walk in a pedestrian friendly environment with adequate infrastructures.

Consequently without rebuilding the entire city we gave the city of Nyon a recommendation to push people to walk more and to create a friendly walking environment. This recommendation implies most of the time, the participation of the inhabitants to break their bad habits and to get involvement in a long term.

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1. Introduction

Nyon, victim of its development needs, will have to react and to plan intelligently its development for the future and its future. At 15-20 minutes by car or by train from the Geneva airport Nyon is attracting more and more Companies and people from Geneva who have problems finding a place to live and that think Geneva is too crowded.

In a near future (2020), the city of Nyon forecasted an increase in the population of about 2000 inhabitants, which represents about 10% of its population. This increase in inhabitants must be followed by an infrastructural increase (apartment, shops, new bus lines, new water pipelines, new communication cables and so on). Additional services like security, health or communal worker also would need to be created.

To prepare its future the city has already got a credit approval for 25 new classes and a new sport center. In 2013, the City invested half a billion to build a new neighborhood in the North of Nyon. The new complex will offer 600 apartments and 7500m2 of commercial space. These new apartments will be built in an eco-system way to follow the desire of the mayor to be eco-responsible. The side effect of this huge infatuation is the real estate in the area.

“The problem (real estate) is particularly strong for the young people of Nyon who will enter the active life and they won’t have any chance to find an apartment for a reasonable rent, and that fits their needs... Same problem for the seniors.”

Daniel Rosselat, the TDG immobilier that «La ville est dans une phase cruciale de son développement», 2013

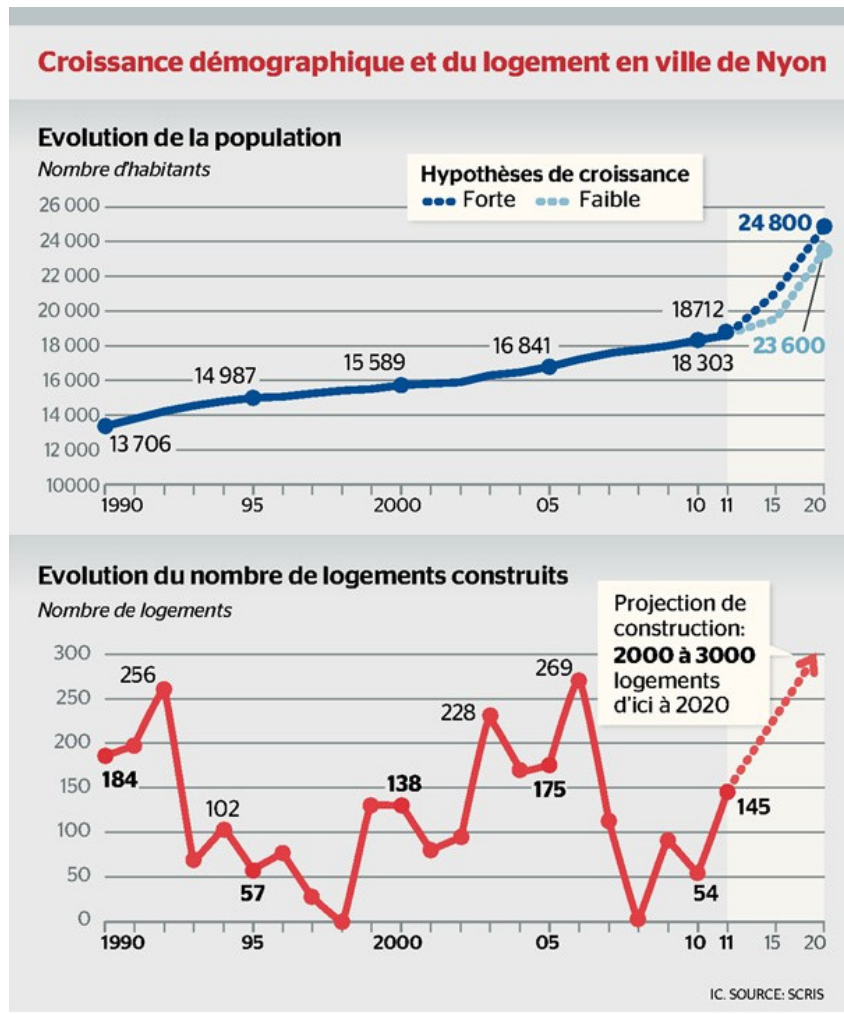
The real estate as today counts around 15'000 apartments and the plan is to double it until 2020. The city decided to put some restrictions on the new buildings/constructions/apartments in order to avoid a significant increase of the rent. The new buildings must have at least 20% of public utility, which means 20% less on the rent and 10% will be subsidized by the Canton of Vaud for.

“Nyon, benefits of a nice environment. This is its asset, the one, which allows us to have a framework and an appreciable/good living condition (life quality). My political wish is to preserve the asset by a development, I repeat, control and harmonious.”

Daniel Rosselat, the TDG immobilier that «La ville est dans une phase cruciale de son développement», 2013

In order to keep the nice environment of the city Nyon, we must think about mobility plans for the cars as well as the soft mobility. The center already being crowded in the city with the additional 2000 or more new inhabitants, without a good plan of mobility would drag the city into a nightmare.¹

Figure 1 – Demographic evolution of the housing in Nyon



Source: Tdimmobilier.ch “la ville est dans une phase cruciale de son développement”

¹ Source: Tdimmobilier.ch “la ville est dans une phase cruciale de sont

2. Literature ²

Moving is one of the first thing that human is doing. As soon as a person obtains a way to move further they will use it. We have visited almost all the accessible places on earth Almost every mountain was climbed and the 4 corners of earth was visited. To do so he created and thought about fabulous invention. We created the boat, the car, the train. Then someone came with the first plane and from then even the sky was no more a limit. Humans go further and went to the moon.

Human beings have a tendency to move as soon as they can. During the past decades the possibilities to move hasn't stopped to increase. Nowadays we can quite easily make a round around the world. Looking at some number in 1970, people in west Europe were making 2 milliard de kilometers per year. Nowadays the same population is making five billion kilometers per year. (Kaufmann, p. 13, 2008) In 35 years traveling people had more than doubled, what we can deduct is that more we provide infrastructure for mobility more people will move.

2.1 Types of displacement

The challenge for this project is to understand and improve the daily mobility, the mobility that we are making every day, to go to work or to go shopping. In Switzerland this mobility has a tendency to increase. The distance made per day was 29 km in 1984, 34km in 1994 then 38km in 2000 and 2005.

The time spent "on the way" has also increased; it was stable between 1950 and 1990 and now the daily time spent for the displacement has increased. It goes from 1h17 min in 1989 to 1h38 min in 2005. (*Ibid.* p 15)

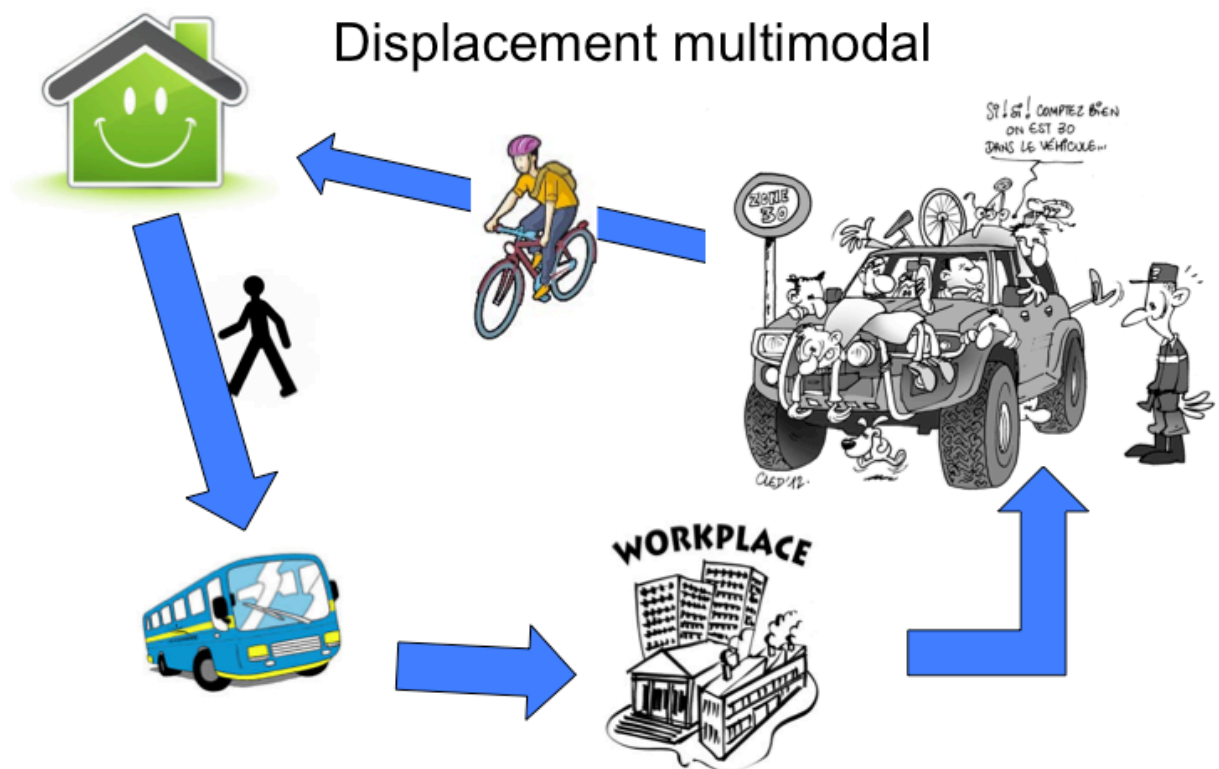
Displacement stays at the same level during a long time, but the way of moving never stops changing. Today the travel to go to work accounts only for 20% to 30% of the general displacement, which is less than before. As we all know, a few years ago, people would often go home to eat lunch, but nowadays it's generally easier to stay at the work place, or to go nearby the job to eat. One reason, there are A large part of active women, who work at 100% don't go back home for lunch More over the time spend to go to work. This change of behavior is divided per two the displacement within a single day to go to work. As, we have seen before the distance made per day has increased. So how is it possible that the displacement decreases but in fact the mobility increases? We found here the paradox of mobility. Now, the infrastructures are

better and we can go faster. Even if we can go faster, we will spend more time on the road. To understand this, we need to speak about our leisure, now we spent more an more time for it, the time spent for the spare time had more than doubled between 1984 and 2005 going from 23min to 50 min. In fact, the time spent on the way for work decreased but it was replaced by leisure or sport

2.2 Multimodal displacement

In addition today more and more people make chain of displacement or multi modal displacement. A chain of displacement is the process to not any more travels a day from a point A to a point B and then revers at the end of the day. Its makes more “stop” during the day. Moreover this fact changes the way of travelling.

Figure 2 – Multimodal displacement schema



The multimodality is the fact to change the way of moving throughout the space. As you can see in the illustration above the man starts to walk to the bus station then takes a bus to the work place, after work he goes out with some colleagues and he finally goes home by renting a bike.

This changes in the way we move show a deep switch of behavior in our society. These changes apply in different areas here we can see three examples. The structural change is the fact that less and less women stay home. This decreases the number of husbands going home for lunch (Kaufmann, p.20, 2008). The culture, with the importance of free time and sport in a daily life, is becoming more important and more common. Perspectives also change, nowadays mothers are more afraid to let a child go alone to school. For example, it would look crazy to let a child walk 5 km to go to school but 30 years ago it was normal.

A second explanation about the fact that the time spent on the road is increasing is because we go faster and further but we don't gain time at all. The ones who go further take the transportation, which is the more efficient. But when the installations are over used, the profit we should gain is lost. For example, the highways give the possibility to go faster than normal roads but because everybody is using them, traffics jam are created and then with a traffic jam you loose your speed advantage.

A third explanation to this increase in time is our lifestyle regarding work, we can see two types of workers. A lot of people are what we call pendulums. Pendulums are people going to work, most of the time this people go and back with the same itinerary at the same hours. The other category of people is the one having two homes one during the week to be close to work and another having a secondary residence.

2.3 Displacement vs mobility

According to Mac Kenzie (Ecole de Chicago)³ displacement and mobility are not synonymous. The displacement becomes mobility when there is a social change. Mobility comes when the movement becomes a part or a change in the behavior, an identity change or social position , for example a migration or a new house (p. 26, 2008). Good mobility can lead to great achievement within a single day. People can go to work see a friend ,go to the gym and finally join their wife for a move. The mobility is also an asset for your carrier, being able to move easily can lead to a great job opportunity. In the same time, flexibility becomes normal for example if you ask someone to go to Paris for a meeting and come back the same day, the people will tell you that they would do it. 50 years ago this kind of meetings would be harder to set up.

³ Cité par Kaufmann dans Les Paradoxes de la Mobilité

The ways our move changes are multiple and this changes our society. During the past decade, the innovation in the mobility field are huge. We can drive at 250 km per hour with our car; within 24 hours we can be in Australia or Argentina. The Chinese just created trains that go up to 390 km per hour (note sources). Mobility becomes a resource: for example a couple which have two cars can easily imagine living within a 50 km circle around their workplace. It gives a feasible distance to go to work. Which can count for a bite more than 30 min car driving per day if there is a high weigh. On the opposite, for a couple without car, 50 km is a long distance with public transport everyday.

“The mobility can be defining as all displacement including a change in the actors behavior or the considering system” Marine-Claude Brulhardt⁴, p. 28,

As this definition says, mobility has not only one face, per consequence mobility needs to be taken more broadly than just displacement in space.

2.4 The five principles about mobility

The school of Chicago built 5 principles methodology about mobility (Kaufmann, p.28, 2008)

- The necessity to consider the mobility as global social phenomenon. That means an object in which we find the whole society.
- The necessity to have an interdisciplinary approach to consider the mobility
- Recognize the fact that there are two levels in mobility: macro and micro
- To count the flux but as well define the flux and understand their consequences
- The importance of the context during the analysis

The society, which offers the largest liberty, is not the one, which has the best infrastructure, or the fastest public transport. It is not the city, which has the best subway or the fastest TVG where the people would feel more freedom. It's more the city where it's easier to be attached to the place, to build a professional carrier, to access to leisure place or to access easily to family projects.

⁴ Cité par Kaufmann dans Les Paradoxes de la Mobilité

2.5 Mobility as a resource

Nowadays mobility has become an essential resource for social integration. In our society there are some mobility skills, which had become normal. Being mobile is a condition in the social integration. Being flexible, being reactive and to be aware of the opportunities showing up appears to be a condition to live a successful life. This appears in the working life; in the way you use your free time and even in your family life.

The mobility is the solution to answer all this issues. Today the mobility becomes a social satisfaction, which takes an important role for example the revenue. Some people will give as much importance to the mobility than the revenue, because they give more weight to the fact being close to their home. For example some employees will prefer to work close to their home. In order to see their children in the evening and not spend three hours in the train, Even if the salary is lower than the position far away.

In terms of mobility and way of moving we are constantly improving how we move and find other way to move faster or better. Mobility becomes a major resource in today's society. Thanks to the evolution of our mobility today we are able to make long days involving a lot of activities at different places. Within a day we are capable of working, doing some sport, heating out with our wife and being on time for the second half of the football game. This way of building our day is due a large part to the mobility which gives us many possibilities. We will see now some changes in our society and the impact on the mobility (Kaufmann, p.37, 2008).

The first big step for the mobility took place during the 30 glorious. It was time of choice with a huge improvement in technology and development. People could make their lives as they wish; they could make a professional career or not, have the choice to have children or not; and the possibility to do some extra activities like sports. This period was the period where the barriers fall, where people from countryside who were going to the city to learn and came back home to use their new knowledge. At this period people were looking for modernity: they were pushing the limit. Modernity was a synonym of speed and big distance, like Kaufmann said:

“This mobility was deeply emphasize by a “technologic enthusiasm” the modernity was followed, synonymous of speed and overcome distance.”

(Kaufman.p.38, 2008)

During these years the TGV and the Concorde were created. Event in the house everything was changing; the freezer appeared, washing machine and shopping became much larger as we can stock it.

Since the 80's a new big step in mobility was overpass: first, the telecommunication with cellphones and computers second, 10 years later the Internet. In the wake, trains were faster and we could fly with *low cost* tickets all over Europe. More over we have a new way to manage the economy with a global capitalism and less and less borders (Beck⁵, p.39, 2008).

All this modifications change also the way of managing our career. If before the goal was to be the heist in the hierarchy, now we have to be able to bounce back and work with different projects, and even work in other country. This is a new way of social mobility. So to be insert in the society we have to be able to move, not only from a place to another but also by changing our habits and our ways of living (Kaufmann, p.40, 2008). The mobility becomes a capital as important as money or culture, so this is a new way of social stratification and people need to be mobile and to have a good quality life and reach their purposes (*Ibid.* p.42).

⁵ Source : Kaufmann, dans *Les Paradoxes de la Mobilité*

3. Mobility around the world

Hereafter we will see some of interesting projects that are made around the world. Some of them are strictly dedicated to push people to walk when others are more social or informative. The common point of the entire project is that they are making the city better for the inhabitant and help social interaction. .

3.1 Making walking count

Making walking count is a benchmarking made by several actors in the mobility areas.

The goal of the project is the following:

“A common practical measuring tool for the collection, analysis and dissemination of quantitative and qualitative information to help define and benchmark walkability; compare results; and monitor the impact and effectiveness of further investment.”

The goal of the project is real to catch the way of moving according to the city they analyze and then build an action plan to improve the mobility. ⁶

The methodology used for the project is to build a data base with 600 telephone interviews including 100 persons aged between 11 and 15. 400 persons are aged between 16 and 59 and 100 aged over 60. They will focus their survey according to the respondent's profiles, motivation for walking, perception of walking, barrier to walking and triggers to encourage more walking.

In order to gather their study Making walking count made a list of 8 walk indicators.

- Walking activity
- Activity in the public space
- Local accessibility
- Motivation
- Barriers
- Perception of walking environment
- Measure to improve the walking environment
- Transport spending priorities

The 8 factors chosen are significant issues for mobility. In addition the way they ask the question is well built and key elements can be analyzed. See appendix 1.

⁶ Source : making walking count.,

3.2 Walk Boston

Since 1990 WalkBoston organization is acting in favor of making the community safer and more walkable. Since 1996 WalkBoston has a wider attention thanks to AmericaWalk, which act for the same issues as WalkBoston

WalkBoston try to raise the benefices of walking thought different ways. They make people aware that walking is an important way of transportation; they try to convince official that walking is an important issue; they give advices to professionals with their experiences. In addition they try to propose and support legislation and promote material to educate people to walk.

WalkBoston believe first that walking is good for your health. It reinforces the muscles and gives a better heart health. In addition walking diminishes the weight, which is good for the 54% of adult people obese in Massachusetts. And more 25% of the children are overweight or obese, therefor they consider important to promote walking from the youngest ages.

3.3 Beat the street: the challenge to the moon

Beat the street is an initiative conducted by the NHS North and West and South Clinical Commissioning Groups to promote a better life style.

Beat the street challenge has the aim to push people to walk or cycle more into there city. The challenge is a bit wild but really attractive. The goal is to walk the distance to the moon so 384 400 km within 3 weeks. The recording of the walk is quite simple: they use RFID (Radio Frequency ID) card and sensors (Beat Box) to calculate the walk. Each time a person crosses a beat box he swipes his card and the box records the walk information he has made. The beat boxes are spread around the city, fixed on lamps or on street furniture. The people can use their card in any situation, to go to school, to go to work, while shopping and so on.

The information is cumulated directly and it is possible to watch how the city progress as well as the individual progress.

In addition, a winning prize is included in the challenge. Some cash can be won for the 3 first places and additional prizes can be won from the major sponsor. There is also the possibility to make the challenge by team and win a prize.

3.4 Divonne-les-bains

Divonne is situated at 40 minutes by bike and 2 hours by walk from Nyon and is a good example of pedestrian city oriented. The city has of course a good situation due to the lake and the mountains around. The way they build the roads and the sidewalks are build to make pedestrians feel relaxed and safe. The environment and the roads are made to please soft mobility and cohabitation within all the actors. Divonne wants to show that they look forward to an eco future. For example they get a partnership with EDF to have green electricity and photovoltaic panels are installed to be soon self-sufficient. They also have the wish to improve the soft mobility; the city has put at disposition 10 sharing bikes, which give the possibility to go easily to Nyon. Some politics are also put in place they aim to create public garden and some gardens initiation for the population.

3.4.1 Side Walk

The first ascertainment when we enter in Divonne is the sidewalk we see (1 pics), it is separated from the circulation by grass and trees. This gives to the pedestrian a feeling of security and they are cut from the traffic. In addition is more pleasant to walk between trees than next to cars.

Figure 3 - Divonne-les-Bains



Figure 4 - Divonne-les-Bains



On the second picture we see a street in the center. What we can see on this picture is that the cars are not the kings. The coffee on the right is almost on the road, the speed is limited at 30 kilometers, which is more comfortable for walkers. They have time to see the car coming and to cross quietly the street. We can also see flowers and benches (are) along the road, which increase the feel of security.

On the two following images we will see that again the car is not the central actor. We can note that the sidewalks are large and colourful the walkers share the space with the bicycles. Some vegetation separates one more time the road, which gives a nice appearance and protects the people. On the second picture we clearly see how

pedestrians are protected with the stakes where there is no plants. We see around the traffic circle that every thing is nice and colorful to create a pretty atmosphere.

Figure 5 - Divonne-les-Bains



Figure 6 - Divonne-les-Bains



3.4.2 Places and parks

Here after we can see the central place, which offer large space for children to play, there are also some trees and several benches of different forms. The place is secure from the cars with the large stake, which make light during the night. This is a place where it is easy to enjoy a small break.

Figure 7 - Divonne-les-Bains



Figure 8 - Divonne-les-Bains



Now moving next to the lake we can see large places of grass designed to play football or any other sport using large green spaces. In addition a nice skate park was built offering to the skate amateurs a nice “spot” to make their art. Next to the skate park we found a nice place made to enjoy a picnic. The tables have space between each other to avoid disturbances between them and of course the cars are far away from them. We found also several other places to picnic around the lake which attract a lot of people during the weekend.

Figure 9 - Divonne-les-Bains



Figure 10 - Divonne-les-Bains



Figure 11 - Divonne-les-Bains



200 meters on the right of the skate park we found a white path made into nice vegetation. There are 2 or 3 benches at the beginning where we can have a break before make the round of this “island”. In addition several panels describing the plant in front of the road are disposed along the way, which make an interaction with the walkers.

Figure 12 - Divonne-les-Bains



Figure 13 - Divonne-les-Bains



To conclude walking into Divonne give us a good example of what a city acting for the soft mobility looks like. It is shows that the mix of walking and driving is possible with some development and a bit of motivation. Looking at the example of Divonne we can see that the infrastructure are note astronomic and these little ameliorations make the difference.

3.5 IBM

Today even big companies like IBM are investing in order to improve the life of the people. In fact they aim to create smart city: city where people, technology and environment will be able to fit with each other. Several cities are making the step of using innovative technology.

IBM put its stone to the building by creating smart add panel which we can adapt the form. Once the panel is installed on the wall a part of the panel is movable and can be used either to make a small roof either to make a bench. We see here how technology can be helpful if used in a smart way.

Figure 14 – IBM smart billboards



Source: IBM smart ideas for smarter Cities

3.6 Site in public space

3.6.1 Context and objectives

The urban stay, which is the action of stopping for a while in urban areas, is possible because of the so called street furniture. Street furniture of all types, in particular the benches, are part of the capital mobility. They offer the possibility for the people in particularly the ones with a reduced mobility to stop. The people with an affected mobility cannot make long distance without stopping. Therefore providing benches in a public space is giving a capital gain (Plus value). The advantage can be seen in different categories: better social interaction, better feelings of comfort through the city. Finally public benches are an important symbol in the society, which change radically the atmosphere of the city.

In spite of several benefits the street furniture should have more considerations. Often street furniture action are made promptly and not in a long run perspective. Frequently the commune will pay attention to build a nice and pleasant bus stop, but will not expand the reflection to an area, a neighborhood or a city. By contrary it looks like that we have a tendency to make negative action. Often street furniture actions are made in the way of removing street furniture where there are nuisances made by homeless or teenagers.

The purpose of the document made by “mobilité piétonne” is to sensitize about 4 topics: function, use and usage, space and environment, infrastructure.

3.6.1.1 Functions

In public space when we are not walking we are probably in one of the three following positions: stand up, sit or lay down.

Figure 15 - Positions

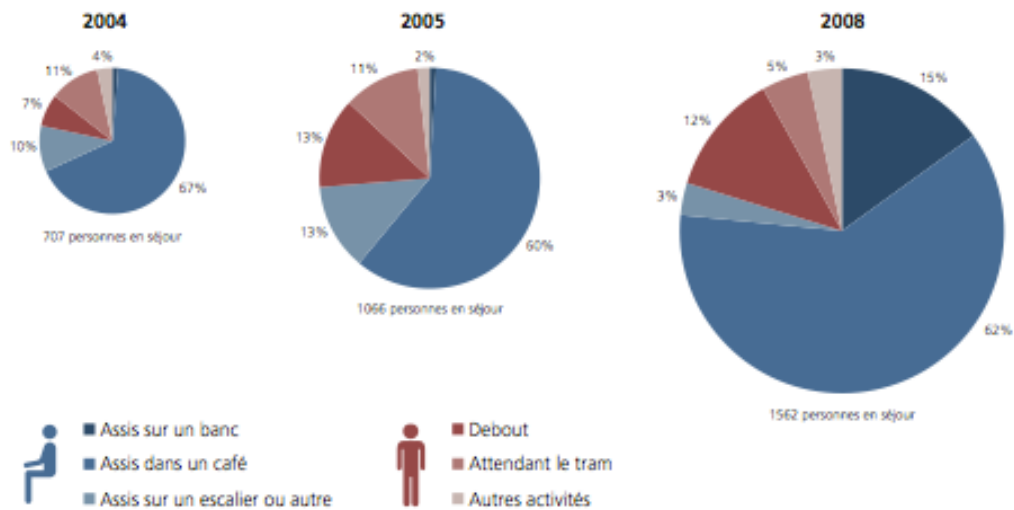


Source: Mobilité piétonne, association des piétons suisse, 2012

All of the above positions are more or less comfortable according to the place and the person. Even most of the children will be willing to seat down at the train station, it is not the case for everybody. Young adults and adults will probably lean on a pillar or other furniture, which make a small break without being on a seat. For seniors it will be the opposite they will directly look for a seat in order to take a real rest before the next move.

In the category of street furniture the benches have the purpose to let people sit or lay down for an amount of time. In addition they are an indispensable element in the pedestrian networking. Some people with reduce mobility need these benches as an inescapable step in their walk. Senior persons need several benches in the way they plan in order simply to arrive at the end. Without benches this person will not be able to go out for a walk.

Figure 16 – stay on the Limmat station
Séjour sur les quais de la Limmat, Zurich



Tiré de: SAUTER, 2009

Source: Mobilité piétonne, association des piétons suisse, 2012

In terms of urban stay the most frequently position used is the sitting position. During the analysis of the platform of the Limat in Zurich 80% of the people were using the position “sit” in there urban stay. The study shows that the street furniture plays an important role in the use of the place. The “quai de la Limat” sustained important modification between 2004 and 2006, this change had for objective to broaden the pedestrian space. The improvement made to the place increase the number of seat. This number increases by 17% the quantity of seat and more than double the frequentation of the place. The public benches play an important roll in this change and the study show a strong use of them. The part of the “stay” seat went from 1% in 2005 to 15% in 2008.

One of the most important actors of an urban stay is the public benches. Due to his design, comfort or location the bench will take different function.

3.6.1.2 User and use

Public spaces all around the world have different shapes and different furniture, even each one has it own beauty and advantages some rules can be followed in order to please the right person in the right place. Because public place is a lot a question about who will use the street furniture, the construction of a public place has to be studied in detail and knowing who will be attracted to this place is crucial.

To make sure to respond to the good group of population we can point out 4 main groups:

- The parents with children
 - The parent with children will look for quite place where they can seat to see their child.
- The children without parents
 - They need large place to play activities like badminton or Frisbee. The access should be restricted for the car and plants should be placed around.
- The teenagers
 - They are the group spending the longer time in the street. They can spend an entire afternoon chatting on a public bench. They have large adaptation skills: they can seat on the ground or use the benches differently than just to seat.
- The seniors
 - The senior are one of the most demanding group, their difficulties to move implies that the way they want to go has some infrastructure adapted to their capacities.

3.6.1.3 The group by activities

- Use of public transport
 - The categories user of public transport can involve person from all ages. The stay forced in a bus stop or a bus station requires seat places.
- Shopping customers
 - Commercial activities create commercial customers, which the first one is the Take-away who is looking for a place to eat. When the spaces designs to picnic are missing it is common to see people using stairs and parks.
- Tourists
 - They look like the shopping customer but spend more time to walk around without precise objective. This group needs benches to rest and furniture like fountain to help them during their long day.
- Walkers
 - When the sun goes out the walker investigated the street. The walkers are a group find benches moreover when they are in green places with a view.

3.6.1.4 Type of stay

Figure 18 – types of stay and users

		Groupes d'utilisateurs spécifiques				Groupes définis par leur activité			
		Parents avec enfants	Enfants non accompagnés	Adolescents	Personnes âgées / à mobilité réduite	Utilisateurs des transports publics	Clientèle commerciale	Touristes	Promeneurs
Principaux types de séjour recherchés	Se reposer				x		x	x	x
	Se restaurer			x			x	x	x
	Attendre		x	x	x	x	x		
	Observer	x	x	x	x	x		x	x
	Socialiser	x	x	x	x				x
	Lire							x	x
	Rêvasser				x			x	x

Source: Mobilité piétonne, association des piétons suisse, 2012

3.6.1.5 Space and environment

Public spaces are often categorized in 2 types of use: the passage or the stay. The first one promotes the flow and need of an enjoyable way without too much obstacles. The second one, the opposite, is the one who allows people to take a break during their flow. The both categories need to co-exist together in order to provide a good environment. In the both categories public benches are important, even the ones where people are crossing the place, they can have several utilities. First of all they can be used as a relay bench if people need a small rest. Secondly they can be used to wait for someone or something.

The public spaces have three areas to focus on, in order to be efficient and appreciated. The first one is the quality of the public space: the landscape, the design, lighting etc. The second one is the connectivity: the place needs to be easily accessible by foot as well as by public transport. And finally the place needs to be functional; some activity associate to the place should be put in place.

3.6.1.6 Space of stay

The space to stay makes the difference because of its functionalities. The location, the atmosphere and the beauty are several attributions, which invites people to stay for a while. Different use of the same place can be seen. Family will go in a park to have a picnic, teenagers will use it to meet friend and hang out and some young couple will

take romantic promenades. The location can be also chosen because of its quietness or its special designs or architecture.

Sometimes, places of stay receive strong influence from the surroundings, for example public parks with coffee bars or ice cream kiosk attract people. The location can also play an important role, places which are well situated in public park can attract many people during the lunchtime. People will buy something takeaway and seat outside on a bench or in a picnic area. This kind of practice transforms some places in real open-air restaurants.

3.6.1.7 Passage place

If the first role of this kind of place is to cross it to go to an other locations, providing some street furniture is important. The first purpose of this place is to connect the different area between each other. Nevertheless seat places where we seat are important, some people need physically some rest during their walk. For example some seniors need a rest during the way, so its important to provide them even in the passage place. In addition, often passage place turns into waiting place at some moments of the day. The perfect example is some of the bus stops. Obviously the places are on the sidewalks and next to the road, so the bus stops can create large amounts of people waiting in the same place for the bus. In this kind of situation reflection about the location of the bus stop is important and even in places so call “passage places”, it is important to provide seat in order to wait the bus.

3.6.1.8 Infrastructure

The street furniture takes different shapes trough the city. The traditional bench is today one example in the middle of all the street furniture proposed today. The street furniture business is really in expansion, the demand grows and the fade design of the traditional public benches lets space for artist to make the difference in the city. Like seen in the document public benches can change the place and create different atmospheres. The functionality enrolls more than one topic. Here we can speak about the location of the furniture his material or his utility.

3.6.1.9 Functionality

The couple “public space –street furniture” offers different level of functionalities. Being sat in a public space can be done in several manners more or less formal. The 2 extremes are: sitting on the floor versus sitting at a coffee bar. The first one requires noting special and implies almost nothing, by contrary the other one requires more.

People need to drink or eat something in order to use the developed space. Some of the public space or street furniture have not the purpose of being a seat but it is used as (like stairs).

3.6.2 The functionalities : 4 categories.

3.6.2.1 *Non-functional*

The stay can be practice in total informal way by turning non-furniture into temporary furniture. Often children and teenagers have lot of inspiration to find furniture use in unusual way (atypical) way.

3.6.2.2 *Semi-functional*

Some spaces or elements are not designed to be street furniture but works well in the role. This kind of furniture gives to the place or the city a different atmosphere. Not everybody can sit on these places, which makes them special. Often small walls or fountains attract people.

3.6.2.3 *Functional*

With this kind of the street functional element, the public benches, the functional furniture are made to please the pedestrian and offer them several possibilities, sitting or be able to eat.

3.6.2.4 *Commercial*

Finally the coffee bar or other commercial players play an important role in the space provider in the city. Even if they are necessary they should not take place from the public space.

4. Goal of The problematic

4.1 The situation

Figure 19 – Do the right mix



The number of people who will live in Switzerland and in Nyon will significantly increase in the following years. We expect around 8 million persons living in Switzerland in 2050. This increase in the population will obviously lead to an increase in

the mobility and in all the way possible including train, car, bus, bike, etc.

For this reasons we need to find new way of transportation, more efficient and eco-friendly. The infrastructure as it is today is not sufficient enough to support this increase. In several areas we see that the infrastructure reaches its limit. For example in Geneva many roads are over crowded or in traffic jam during a part of the day.

The people will differently move in the future, they will make multi-mobility and not simple turns(boucle). Which means, as we saw before, that people will have different manners to move during one single day. Therefor the city needs to be ready for the future of mobility. The infrastructure as well as the technology needs to be improves and adapted.

Apart from the technology the habits of the population also changes drastically. In certain areas measures need to be taken. For example obesity becomes a huge problem in todays society. According to WHO 1 out of 3 people are over weight or obese in Europe.

People jump from the car to the train without even walking 5min. In addition 2/3 of the trip are made in individual motorized vehicles motorbikes.

As an example of the importance of the mobility in the future big companies like Ericsson or IBM are investing. The aim to create smarter cities where technology involves to help the inhabitants and where the cars isn't taking more importance than the other actors.

4.2 The problematic

What is missing to make people walk? Nice road? Short cuts to the important point?
Nice parks to hang out?

4.3 The objective

We will try in the following page to show how mobility is important with a special focus on walking. Making people move and walk around the city will not only decrease the number of cars in the street but also creates a warmer atmosphere in the city. Looking at what is done around the world we'll encourage small changes and motivate cities to achieve great improvement in the way that people move.

We can observe world-class cities like New-York, Amsterdam⁷, Paris and Mexico making efforts to make the city cleaner with less cars and better conditions for pedestrians. Amsterdam as an example gives the priority to the bikes in the city. This measure shows that it is proof that it's faster to go in the center by bike than by car. New york also is a good example; it imposes a high tax for the car going into the center. This new tax helps the city to decrease the number of car in the center and push the people to take public transport. (sources)

5. Nyon on the bank of Geneva Lake

5.1 Canton de Vaud some facts⁸

The percentage of cars in the canton tends to decrease since a decade (2000=15% / 2005=17% / 2010=20%) with a special decrease for Lausanne with 44% of people without a car in the house. The number of driving licenses is also going down in 2010 42% of the Vaud population of 18-25 doesn't have a driving license.

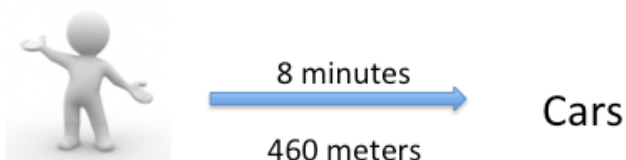
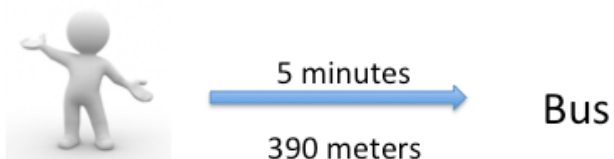
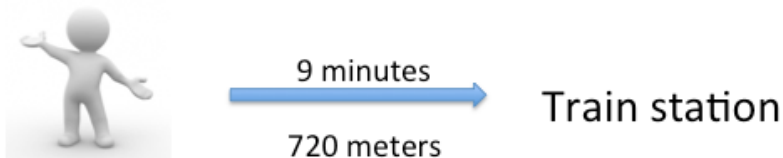
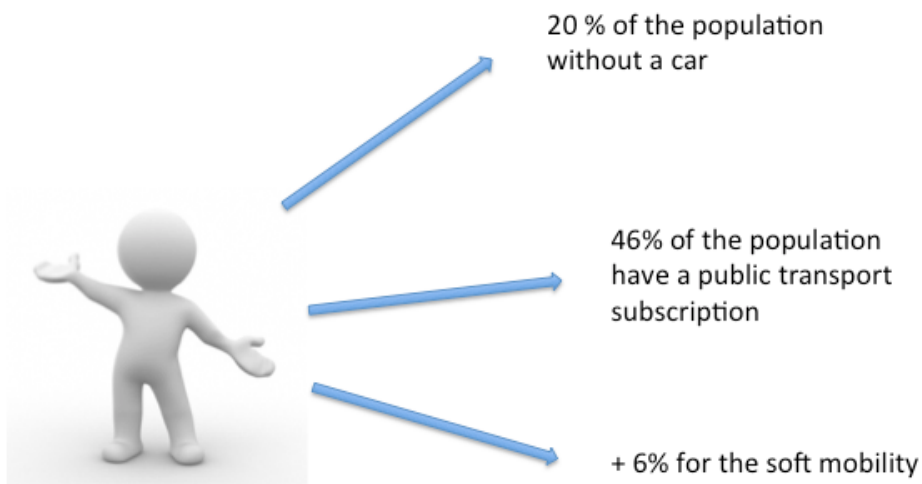
The Vaudois like also the public transport, 46% of the population has a public transport subscription. In Lausanne even more, there are 64% of the population who have one. In the canton, the inhabitants have an average of 41 km per day of displacement, which take them 83 min.

The soft mobility, which consider bike and walk also increased quite well in 10 years. The part of walk in the canton went from 27% to 33%, Lausanne is even making better with a jump of ten percent from 32% to 42%.

⁷ Cycling in Amsterdam (Wikipedia)

⁸ *La mobilité des Genevois et des Vaudois* [document PDF], 2014

For shopping the inhabitants make in average 5.1 km per day. Most of the time is made by car (43%) but the walk grabs some points with a great improvement of 4%. The tendency to take the car to go to work dropped from 60% to 53%. Looking more closely into the statistic we find out that in average the inhabitants walk 720 meters within 9 minutes to go to the train stations. They walk only 390 meters during 5 minutes to take the bus. Surprisingly we find out that people walk 8 minutes to make 460 meters to walk to their car. In conclusion we can learn that the use of the car is going down when public transport subscription are going up. In addition the walk increases in the entire sector and in all the motives.



5.2 History



Nyon's first civilization signs date back to 4000 B.C, we found some rest of neolitique human. After them the Romans spent some times in the area, several Roman sites have been discovered in and around Nyon. Some vestiges of that time are still present today. One of the most popular is the Roman columns at the "Place des Marronniers". At that time, Nyon proceeded to a basilica whish and that testifies the important role of the city. Some historians found that the fortress of Lausanne and Geneva were made from stones directly imported from Nyon. After that Nyon belonged to the Cossonay-Prangins

until 1293, after that time the Comte de Savoie took control of Nyon. In 1536 the Bernois lead the Vaud country and Nyon. Some years later Nyon became a « business center » we can see some old buildings. The porcelain was one of the most famous products coming from Nyon, the art is well-known in many areas. From that time Nyon has never stopped growing, known also for his pasta factory and matches factory⁹.

The most famous monument of Nyon is the castle. Many times rebuilt and renovated, the castle is one of the city's symbols. The atmosphere around and the nice landscape gives to the place an appreciated area atmosphere. At the bottom of the castle, the paths are nice and well designed for pedestrian and furthermore, this is the best way to go to the lake.

After the Roman Empire and the castle, Nyon started to attract international companies located not far away from Geneva and offering them a better " Swiss surroundings " with the mountains at the back and the feet in the lake. Several companies chose to set their office around Nyon including for example the Uefa and Novartis.

Nyon is a place located between Geneva and Lausanne. The city's location is by the lakeside, it offers access to France and many small villages, which give to Nyon a nice and calm atmosphere, surround the back.

⁹ Official web site of Nyon, sources : «Nyon à l'orée du 21e siècle», Ville de Nyon, 1996 / Archives communales

We found also the pass to St-Cergue as well as La Dole and La Barillette, which are famous place to walk around. Due to this favorable situation, the city needs to provide good quality of living as well as good connections. It is the good emplacement to park the car and take the train.

Nyon is also in constant expansion: not only in terms of inhabitants and places to live, but also from an economic point of view. More and more companies are settling down in Nyon and in its surroundings therefore it attracts people and traffic.

5.3 Dynamic place

5.3.1 Paléo

We found also the pass to St-Cergue as well as La Dole and La Barillette, which are famous place to walk around. Due to this favorable situation, the city needs to provide good quality of living as well as good connections. It is the good emplacement to park the car and take the train.

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5.3.2 Caribana Festival

Caribana, which is the first festival during the summer, takes place just next to Nyon. Tony Lerch created it in 1990 and today it is a successful festival in the area, which attracts around 20'000 people every year.¹⁰ This festival also affects the life of Nyon during the weekend; many buses appointed to assist to deserve the festival. Until last year, the transportation was free for the festivals.

5.3.3 Companies

Around 3'300 companies take place around Nyon, which mean that all the employees (20'000) need to come in Nyon to work. Some of them are big companies, which employed more than 500 persons. these kinds of companies have a big impact on the mobility and need to act in consequence. Fortunately some of them had taken some measures. For example Novartis, big company working in the pharmaceutical industry, installed a public bike station next to the company. With this installation the employees

¹⁰ Sources: Cariban-festival.ch

are able to ride a bike from the train station to the work place. The same had been made in champs Collin.

Apart from the employee we need to think about all the involvement with these companies, all the delivery and the entire client for example. A bad building plan for big companies or shopping center can lead to problem. For example we can see the traffic jam caused by Ikea and other mall around Allamand.

Figure 22- Nyon

5.4 Traffic in the city

Facing this big problem of cars in the city center, the town has taken some actions to reduce this problem. The city is making big roadwork to decrease the traffic and to please the other mobilities. Special bus roads has been made to improve the efficiency of the public transport. Areas limited of 30 km/h are appearing in the city. This kind of area pleases the pedestrians and other soft mobility. We can see this kind of place with a low speed limitation just behind the train station. Since this modifies the area is more convenient and friendly for the pedestrians. This part of the train station became a place where people would stop to have a break, take a bike to go home, drink a coffee on the new coffee bar or just walk straight home. This zone of 30km creates a nice atmosphere where everybody is willing to have a chat, to relax or to wait for someone before going home.

With 87'000 vehicles going throughout the city Nyon had to build an efficient management of the traffic.

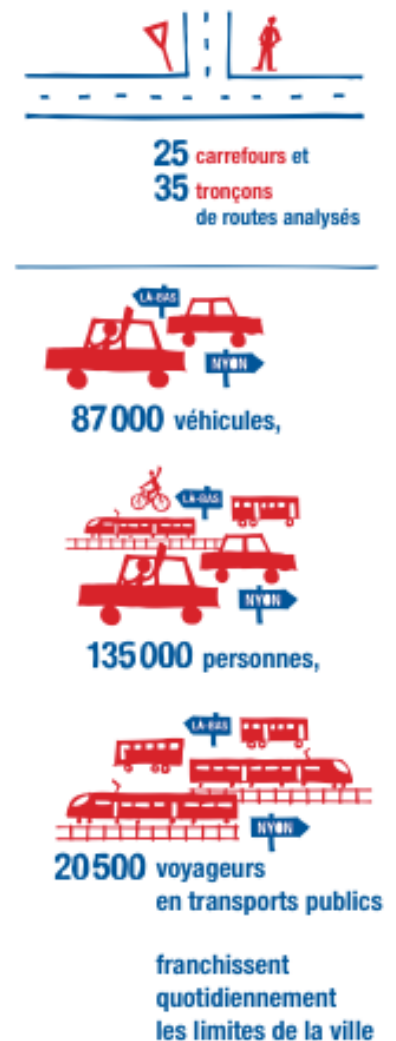
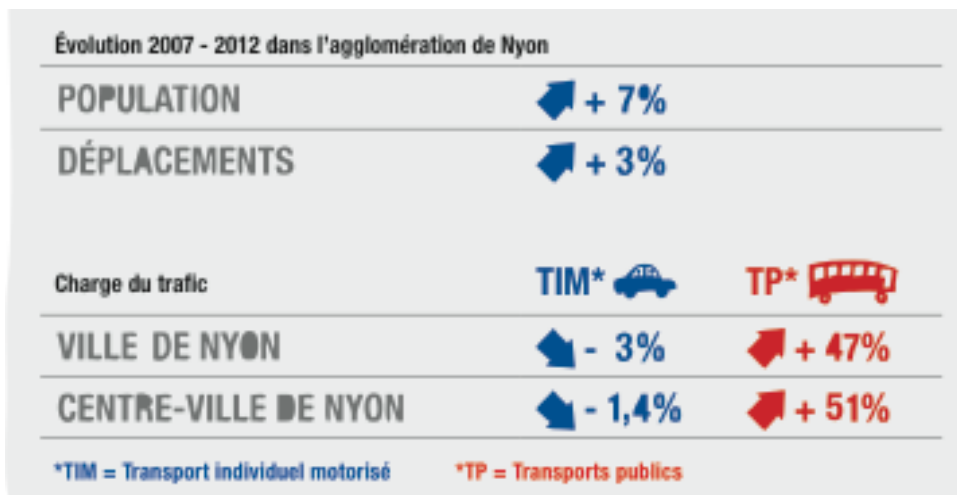


Figure 23- Nyon Evolution 2007-2012



Source:Nyon.ch

5.4.1 Traffic problems

Nyon is today counting around 18'000 inhabitants with a growing population of around 1.7% per year. The rate of motorized people is the highest in the Canton with 602 vehicles for 1000 inhabitant.

The principles roads in the city are supporting 10 to 15'000 vehicle per day with a top at 27'000 for the connection between the high way and the city.¹¹

Figure 24 – Nyon plan



The small centre of Nyon supports alone 5'000 vehicles per day

The city counts around 153'000 déplacements a day combining individual transport and public transport.

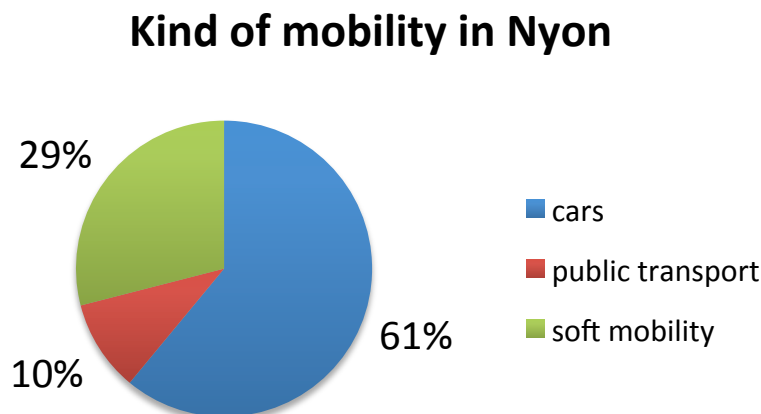
¹¹ Sources : Concept de la mobilité urbaine de la ville de Nyon

The following show the repartition:

- 93'000 in exchanges (13% TC et 87% TI)
- 20'000 in transit (10% TC et 90% TI)
- 40'000 interne (7% TC et 93% TI)
-

5.5 The shares of the different kind of mobility:

Figure 25 – Kind of mobility in Nyon



As we can see in this graph the majority of the mobility in Nyon is done by car. The use of public transports is low 85% of displacements made by car (source prospectus). So it's necessary to push people to leave their car and use either soft mobility either public transport.

As the city will grow and the number of people crossing Nyon will rise, the city has to offer new ways of moving through it. Good steps are already taken, for example public bikes are working good in Nyon.

5.6 Public transports

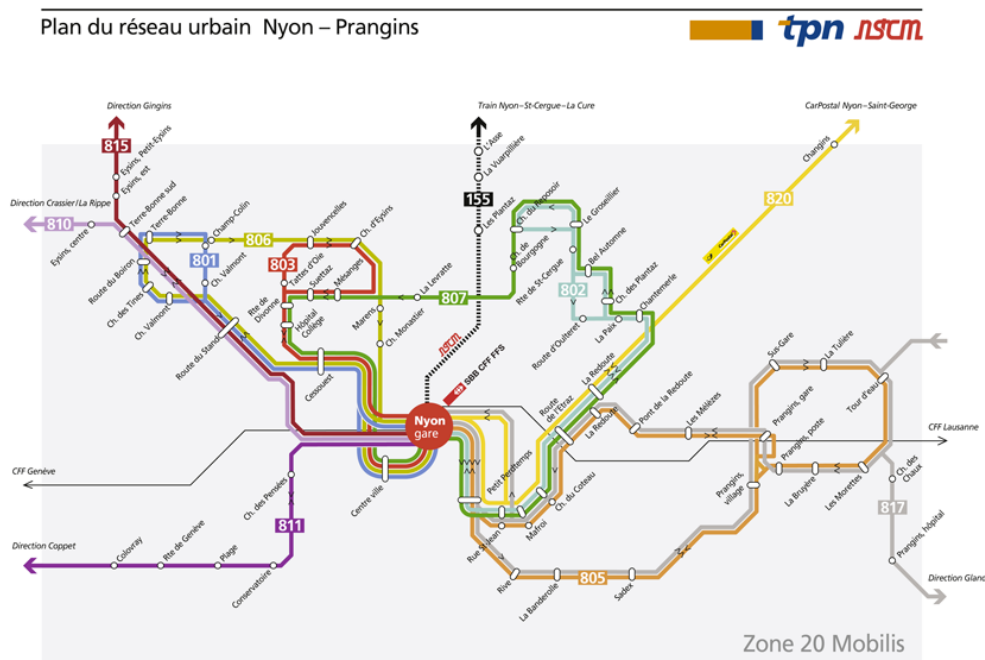
5.6.1 Strategic train stations

Nyon as mentioned before was a central point from many companies, in addition the train offers provided in Nyon are excellent. There are 4 trains per hour going to Lausanne and Geneva with 55% going/coming to Geneva and 45% going/coming to Lausanne. In comparison Gland has 2 trains per hour going to Lausanne and Geneva.

These 2 advantages of the city bring many people to the train stations, there are 7'600 people going up and down of the train daily. Unfortunately most of the time people taking the train tend to come by car. It is important for the city to have efficient solutions for those who come to Nyon in order to take the train to go somewhere else. A parking P+R has just been built at the entrance of the city but not many people use it to get to the centre.¹²

5.6.2 Bus

Figure 26 – Bus lines map



Sources: www.bustpn.ch

In June 2013, the news's letter "Vivre à Nyon" comes with good news: a huge increase in the public transports in the city 47% more than 2006 and in addition a small decrease in the car circulation (3%). An explanation/A possibility to this improvement is that Nyon is well served with many buses: there are 8 lines, which go in lots of directions. It is impressive to see that with buses we can go until Coppet or right to Saint-Georges. We have also many buses going to Gland, which stops in Prangins.

In the map here above we can see the stops in the city of Nyon. It is possible to go quite anywhere in our city by bus and all the lines pass around the train station. The buses start at 6 o'clock in the morning with a bus every 20 minutes and stops at 7 o'clock in the night. After that there are night buses until twelve o'clock with a special timetable, with approximately 2 buses per hour. Looking with attention, we can see that

¹² Source :Nyon.ch

trains and buses are well coordinated. With around 4 trains going hourly to and from Geneva and Lausanne people have just to wait at most 10 minutes to have their correspondences.

5.6.3 The red train

In addition people going to St. Cergue or La Cure have the possibility to take the “Petit Train Rouge”. According to Yves Merz this train will soon “live a revolution”. In 2015 it will have more frequency, and new infrastructures like security in the stations, points managed by computers and so on. All these improvements are welcomed because this train is more and more used by lots of people. We see that already in 2010 le train has transported 1,25 millions persons and this number doesn't stop to grow. We are happy to see that a new station is planned in Reposoir and a discussion is already open about a P+R near the train line¹³

5.6.4 Publi bike

Publi bike, the purple soft mobility, is a service of bike sharing which offers a huge network of bikes and stations all around Switzerland. The process is quite simple, we make a subscription once and then we can use the bike from a station to another. The bikes are kept electronically with a system of cards, which ensures the security of the bikes. In addition the public bike service take care of the bikes. They make sure that the bikes are in good condition and safe. To say they trust, this service, publi bike are a great step for the soft mobility: it provides a new way of moving without gas emission and in addition making bicycles are good for the health. If cities are going in this direction by making cycle tracks and furniture adapted, the bicycles has a great future.

The network is presented in La Cote since 2011. There are 12 bike stations between Gland and Nyon and one in Divonne. This enables people to travel through Nyon and around, escaping the traffic and enjoying a bit of fresh air. The network system is built in a way that the bikes are redistributed where they are needed. For example, because Nyon is sloppy, people have tendency to go to the north with the buses and go down to the train station with a public bike. In order to counter this effect publi bike has built a system of trucks which refill the stations that have the tendency to be use more than others.

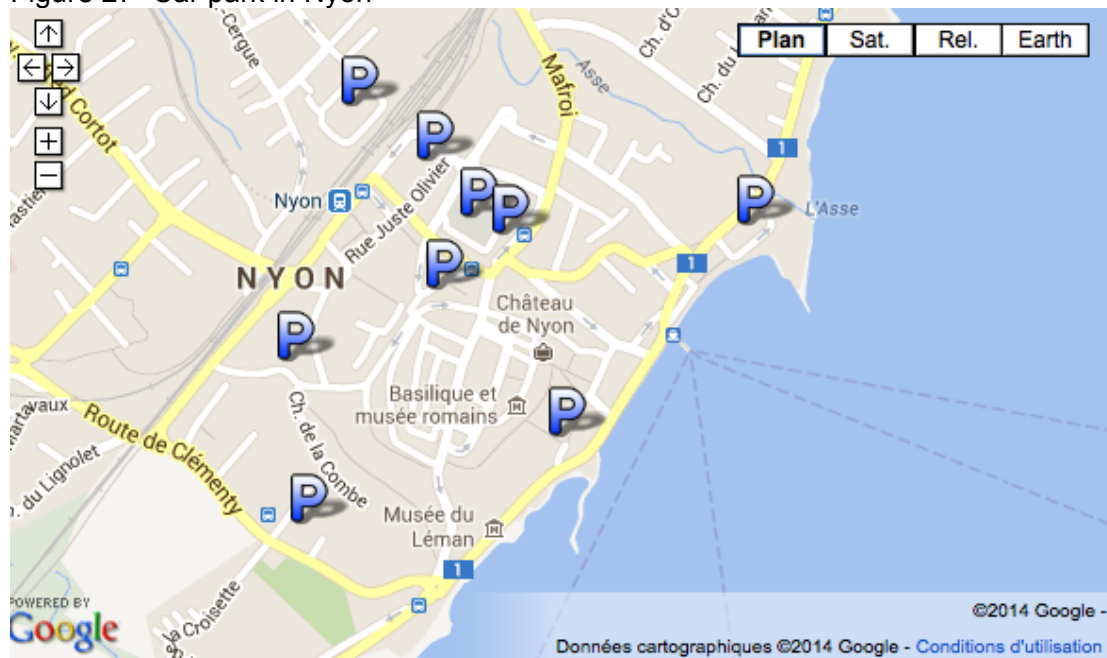
¹³ Source : 24 Heure.ch, 2012

On the first January Publi bike have registered 21'000 annual pass, 115 bikes station. In 2013 160'000 bikes were rented.¹⁴ These numbers show once more that when the mobility offers something good the people use it. I hope that Publibike will continue to grow and get more members because they show a good way of combining technology and mobility.

5.7 Car Parks

In Nyon, finding a parking place is not the worse thing on earth due to the fact that we found around 15 car parks in Nyon. Below on the map you can see that the car parks are quite well spread around the city.

Figure 27- Car park in Nyon



Source: Nyon.ch

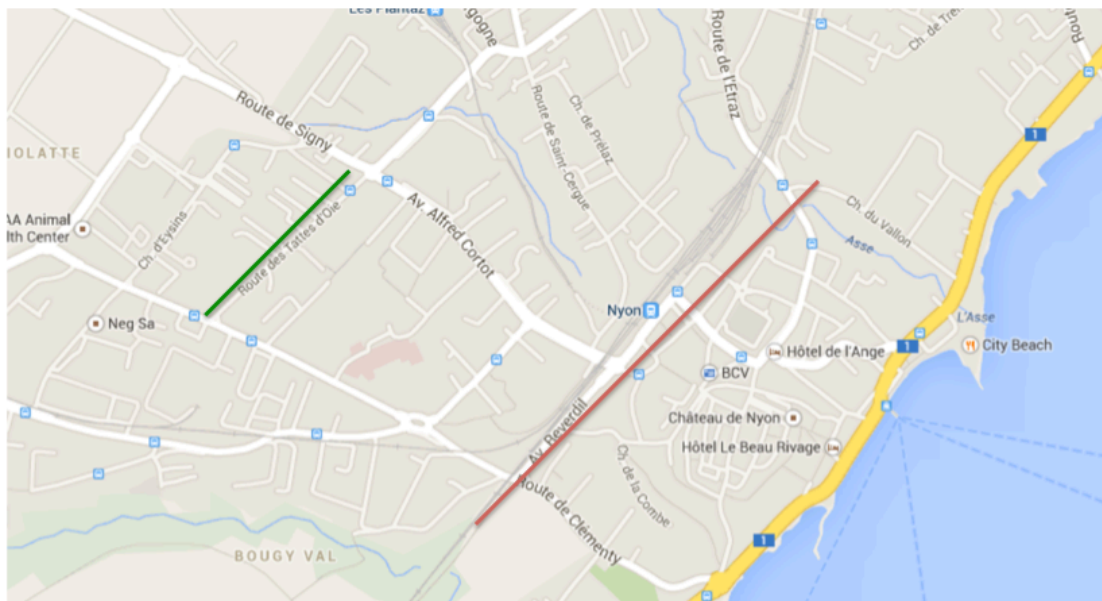
The problem with these cars parks that they attract people and cars in the center. Because it is easy and not expensive people tend to take their car to go to it. Even just for drinks a coffee most of the Nyonnais will take their car. I guess here something can be improved. The one who take the train (the pendulum) need to have an smarter way to get to the train station without their car. Like Gland with their parking at 5 francs a day just next to the train station. Nyon use the same system than Gland the martinet parking providing a place for 7 francs per day. The parking is not far away from the train station which is a good advantage for the pendulum.

¹⁴ Source : publibike.ch, 2014

It is the same in Lausanne with the P+R close to the metro. Nyon took a first step by making a P+R next to Migro at the entry of Nyon. One idea could be to build P+R parkings along the red train line like in Trelex, with the same idea as Lausanne: it pushes the people to escape Nyon center. We can imagine that the persons who park their cars in this parking have some reductions on CFF, with a special ticket which offers parking, red train and train.

5.8 The actual situation

Figure 28 – Nyon map



The city has 2 different parts. The one on left is an area, which is not use for relaxing, people use it generally to walk where they need. On the contrary on the other side of the red line the people are more willing to sit for a while or just stop to enjoy the place and the atmosphere. Why there is such a difference between these two areas, even if they are in the same town? The explanation is quite simple; the area on the right is the old city, which was built a long time ago when car didn't exist. So all the paths and the architectures as well as the streets were made to walk. The paths are adapted to people not having car, there are benches to sit and some trees around. There are also places where kids could play on the ground without any risks. When we walk we can come across fountains, small shops and statues. These statues can create some discussions about when it was built or who is represented. It can also make a meeting point, or a purpose to walk.

If now, we compare the second area it's the opposite: cars are the kings and pedestrian undergo. The paths are small and most of the time just next to the road.

When they are not close to the road there is nothing else than a path. There is no bench, no nature and a lot of time poor lighting at night. There are really small parts well designs for walking. The only exception is the new road “route de Tattes d’Oie” (in green on the map). In this new road we can find large places for walkers and bikes as well as benches and trees.

We see that Nyon is on the good track to please pedestrians but I believe that more promotions and more involvement with the citizens will help to create a better walking community.

6. Health problem

Today a taking conscience appears about the influence of the mobility, particularly on local practices for the promotion of walking or cycling. The problem of sedentarily and overweight grows drastically all around the world even in our small Switzerland. According to the WHO European regions were 30% to 70% overweight.

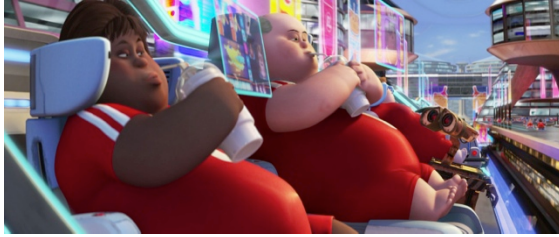
Over the time, society built many ways of transportations, which are each better than the other. We have cars that are faster and faster. Trains making your journey more and more comfortable providing easy ways to buy tickets online or plugs in the wagon. Some public transports are even sharing Wi-Fi with customers, to stay connected on the way.

At the end almost every thing is made to make your journey without any physical activities. Thereby it is important to make people aware that they are not doing enough physical activities.

6.1 Crazy future

What would look like our society if we continue in this way, where everything become easier and easier and without effort? We can find a beginning of answer when **we** look at the cartoon Wall-e that shows a society in the future. In this future society, human are surrounded by robot helping them and making any of their desire. The result is that everyone is sitting on a chair floating in the air with robot making the entire task. The people there are only watching a screen right in front their eyes without **ever** look next to it.

Figure 29 – Wall-E



Source: Google image

Figure 30 – Wall-E



Source: Google image

This situation seems a bit funny and unrealistic but when you look at the statistics about overweight the numbers are alarming. Because while traveling seeing people taking two chairs because of their corpulence are something more and more common. A lot of things are adapted to overweighted people, special seats are made for them or special trainings and coaches are at their disposition. If we continue this way we will soon arrive at the situation of Wall-E.¹⁵

Fortunately a part of the society is starting to wake up and think that maybe wall-e is not so funny. We see more and more insurance company making advertisement to motivate people to move. They see that the lack of movement starts to cost a lot on the society. Therefore, they act quite strongly by pushing people to be more active, for example today the majority of the insurance reimburses a part of the fitness subscriptions.

In France a big step to fight the overweight appears when they start to put their message at the bottom of the TV screen “for your health don’t eat to fat or to salty”. This show that fast food and lake of activities create big problems and it is time to make the people aware of it.¹⁶

6.2 The mobility needs some weight

As we see just above the sedentarily becomes an important problem and cost a lot.

This is difficult to understand for me because this problem could have a solution which doesn’t need a lot of time. According to the WHO 30 minutes of physical activity per day (which mean 3h30 per week) is enough to help your body against most of the disease. For me it is quite amazing that people don’t do sports or at least walk when you know how much you will pay for this lack of activity when you become older. Doing a bite of sport is part of a normal life.

¹⁵ Source : wall-E movie

¹⁶ Source : on french TV chanel advertisement

We can see that mobility becomes a major actor today, we see big cities like Amsterdam or Mexico taking steps in order to make their inhabitants moving with other solutions than car. For example, Amsterdam has a bike policy where bikes are advantaged with priority path, roads only for bikes and big bike parking. Over 60% of the daily displacement is made by bike.

Other cities have the environment helping to make activities. For example Sydney has a big botanic garden where people like to hang out, do sports or just walk around. Porto Where I spend 5 month, has 3 to 4 nice parks where you can do sports, meet friends or just walk alone. A more sportive example appears in Cairns in Australia they built a fitness trail next to the beach where you can walk around and ride bicycle. This attracts, first the real sports men who came to do sport and performance but you have also a large amount of people which come and just run. Some other make half of the exercise or with family and the children use the furniture as a playground. Other finally meet people and some girl come just to look at the athlete doing sport. All these people in the same place not for the same reason give to the city a nice atmosphere.

Places like this should be more present in Switzerland. This kind of place gives a goal to people off course not everyone will make exercises but this will create a zone where people can do sports, meet and relax.

Here after you can find the world health organization recommendations about the level of physical activities according to the age.

6.3 New generation new problems

Apparently this generation will not face problems like war, but problem like global warming or lack of raw material. Among these challenges obesity will be a tuff one. Since the 80s, the number of people affected by overweight problems rises by three times and is still rising every day.

“Man. Because he sacrifices his health in order to make money. Then he sacrifices money to recuperate his health. And then he is so anxious about the future that he does not enjoy the present; the result being that he does not live in the present or the future; he lives as if he is never going to die, and then dies having never really lived”

The Dalai Lama

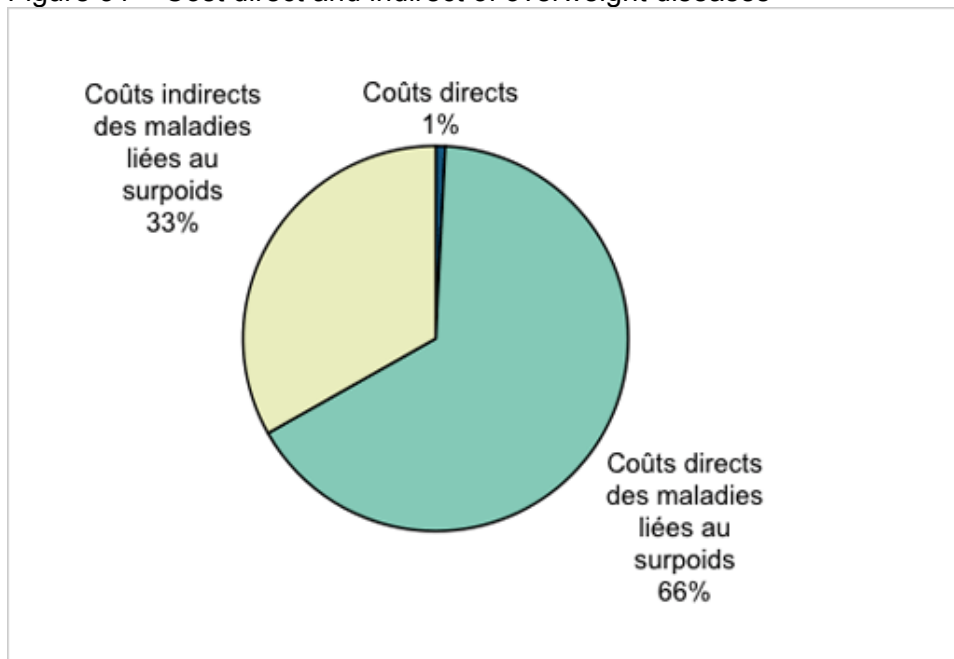
People are often over stress and don't listen a lot to their body apart for the one who are following the trend of making fitness. Many people injure their health in order to

keep going with the same rhythms. They drink red bull on the morning to wake up but take pills to sleep at night, no really coherent.

As we know, health is a very important aspect of the society as well as for the long run development. The health of a person influences a lot of the people surrounding him and plays a significant role in the economic system.

Here after we will see a graph showing the cost due to obesity and being overweight. The cost calculated in Switzerland reach 6 billion. We can see on this graph the direct cost of obesity and the cost linked directly to a disease or indirectly to a disease.

Figure 31 – Cost direct and indirect of overweight diseases

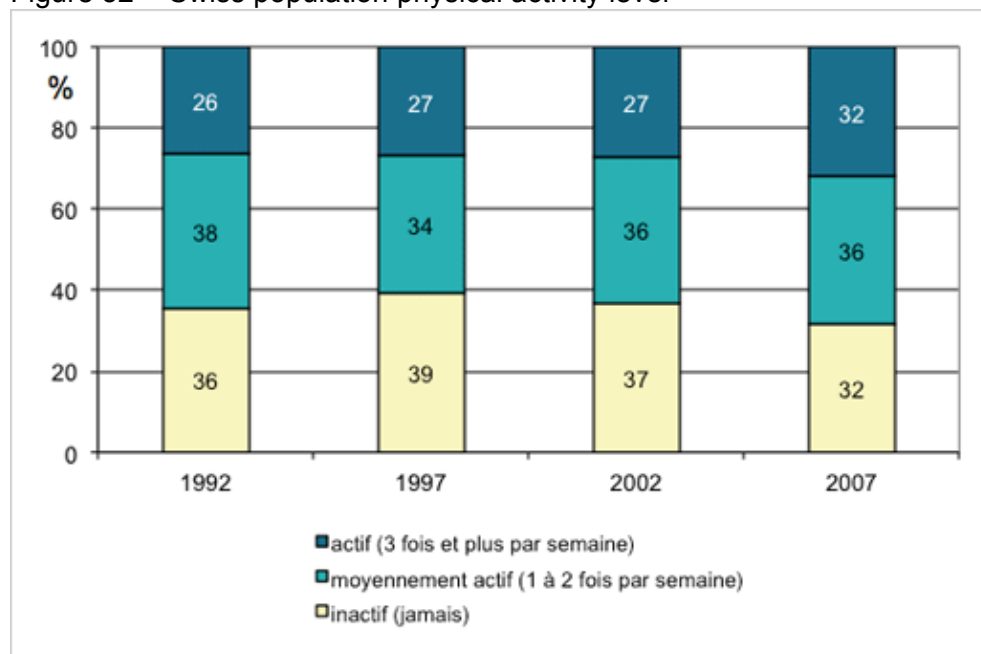


Source: OFS 2009

6.4 Behaviors with physical activities

The Swiss population is not an example of a sportive nation; according to the national statistic 59% of the population is not doing enough exercises. Even the minimum recommended of 30 minutes of physical activities per day is not followed. Event more 16% of the population is not doing any physical activity at all.

Figure 32 - Swiss population physical activity level



Source: OFS 2009

The graph above is showing the “intensive” physical activity made by the Swiss population. Even Swiss population is not very active in general we can see on this graph that around 30% of the Swiss are doing at least 3 times a week intensive physical activity. Almost the same part of the population is not active at all, fortunately this proportion has a tendency to go down.

Looking at this number we can believe that 30% of the population is inactive, which is not dramatic. But when you put some number instead of percentages the picture looks a bit more alarming, because 30% represent around 2'000'000 persons.

In Switzerland this lack of activity results to 2900 deaths per year and 2,1 million cases in diseases and treatments with a cost of 2,4 billion Swiss franc. (source ofS).

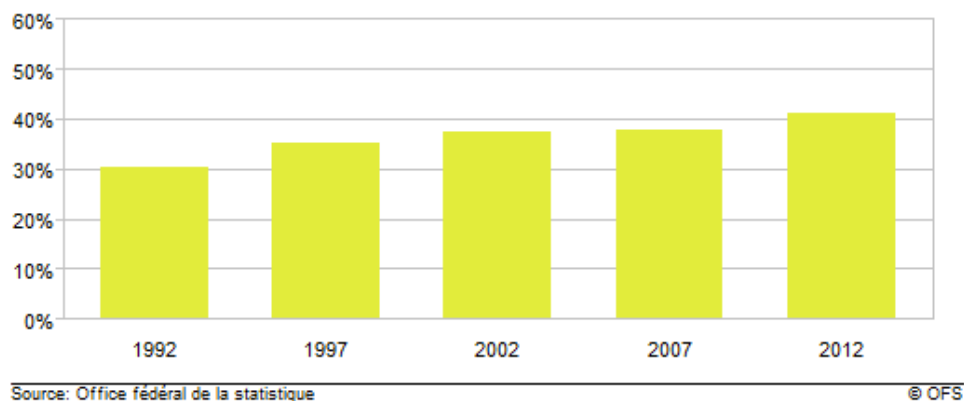
According to the World Health Organization the inactivity in several countries has a huge consequence on the general health of the population, in particular for diseases like cardiovascular diseases, diabetes, hypertension and so on. Lack of activity is responsible for 21% to 25% of breast cancers and colon cancers, 27% of the diabetes and 30% cardiovascular problem.

Three kinds of evolutions influence the health of today's society: aging of the population, a fast and anarchic urbanization and the globalization. All these elements contribute to the bad “check up” of our society showing that non-transmittable diseases are responsible for 45% of deaths around the world. Without distinction between rich

and poor countries lack of physical activity is a major issue for the future decade.
(Référence)

We see on the graph below that the tendency is going up. Therefore in order to stop the slop up before it reaches 50% we need to take measures and push people to walk more and push them to be more active.

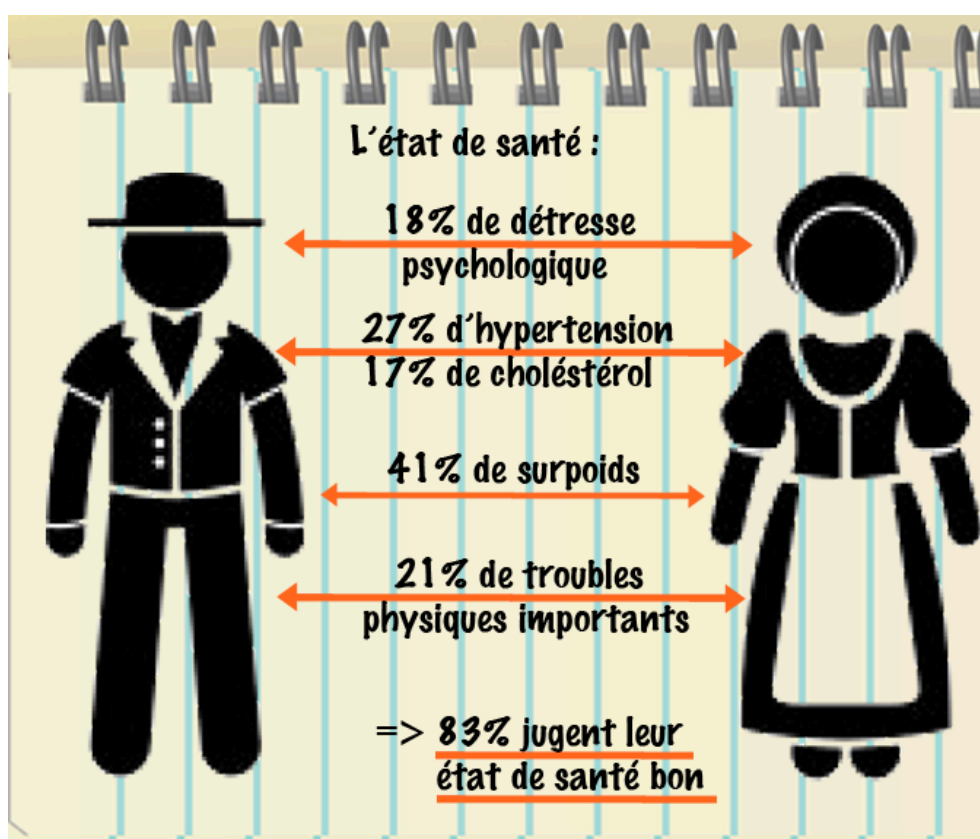
Figure 33 – part of the population with overweight



Source: OFS, 2012

Here after we see a graph showing the Swiss health “checkup”. We can see 18% of physical distress, 27% hypertension, 17% of cholesterol, 41% overweight and 21% with important physical disorders. All these problems weigh over the society, the people that are overweight are put aside, people with important physical disorder need help and people with psychological distress need assistance. A large part, if not all of these troubles can be improve by walking, some are obvious others less.

Figure 34 – Health check-up



Sources : Rts.ch

Try and walk! People on the footpath have a tendency to say “hello” to every one. Try one day and you will see how cool and relax it is to walk.

An important fact about walking is that walking gives us an objective. This objective can vary a lot depending to the day and the people.

When walk somewhere we are happy to arrived and kind of proud of us.

For example, some old people used to walk for 30 years every Tuesday to the open market. They strongly believe that these 30 years walking every week is contributing to the fact that she is still in good physical conditions.

Even small activities can have an impact on our health; we can see 3 reasons to start using the stairs instead of the lift. 1st of the benefits are that we improve our cardiovascular health, second we burn some calories and third we build up a nice bottom. Even just take stairs instead of escalator can improve our health condition and like a lot of things its just a question of habit.

7. Result survey

In order to know what the population of Nyon feels about walking and the mobility, I made a survey. I questioned 18 persons from 16 to 87 years old. I ask them to speak about their mobility; particularly how long and why they walk.

The time of walking goes from 10 to 300 minutes per day with three groups, which defines different kind of walkers.

There is a first group which walks for utility. They walk to go from point A to point B. These persons walk because the public transports are not in accord with their timetable or they want to save money.

The second group is the persons who go out to relax or to meet people. They walk in order to free their mind or to meet a friend, for them the walk is a social act.

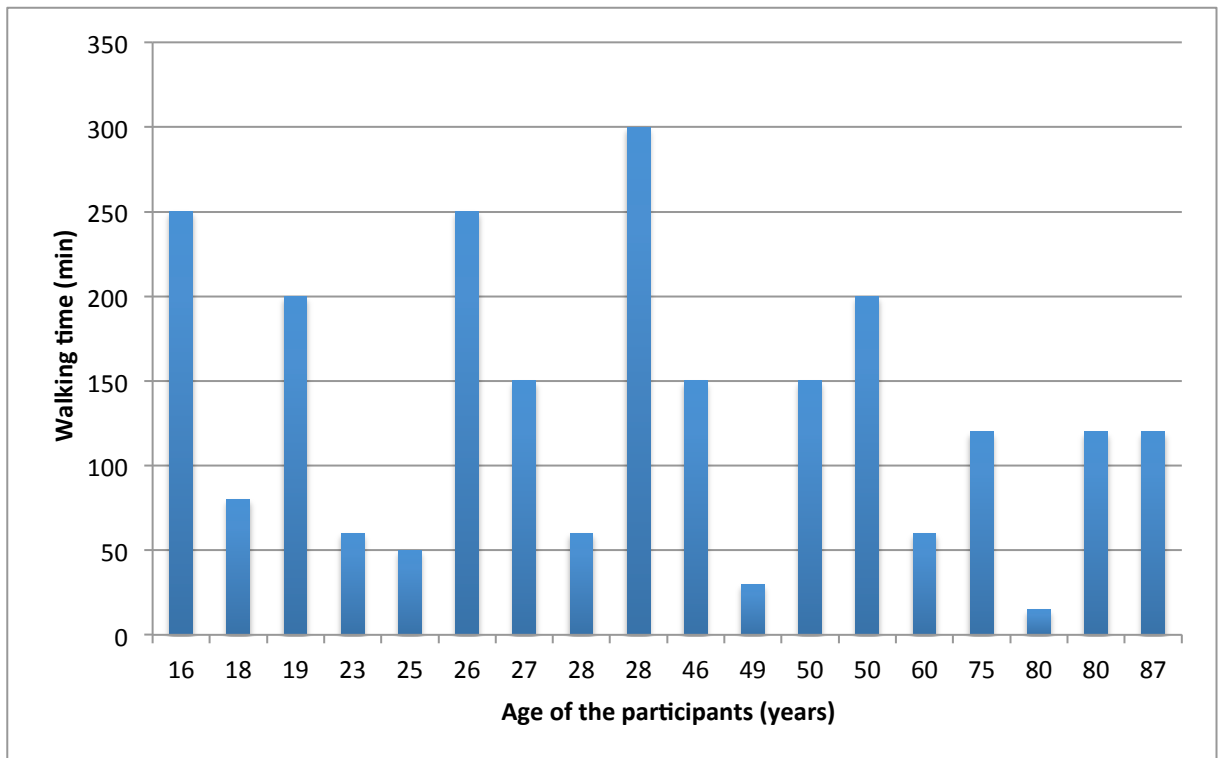
The third group, the sport, is a bit tricky because not a lot of people take walking as a sport. Often walking is a complementary made in a less performed focus. They make fitness and football as a sport and walk as a pleasure. Of course this can be in the category of utility, maybe to go to the fitness or the sports center, but the people feel that this walk helps them in a sportive way. It can be for example the warm up of the fitness.

The people are using walking as a sport and make performances; they consider getting something benefic from their walk. These people walk one or two hours continuous and with quite a fast rhythm. But most of the time people are walking for more than one reason, which make difficult to build a category. A good point about this survey is that nobody hates walking and all the people I asked where happy to walk, of course for different reasons but all where enjoying there walking time.

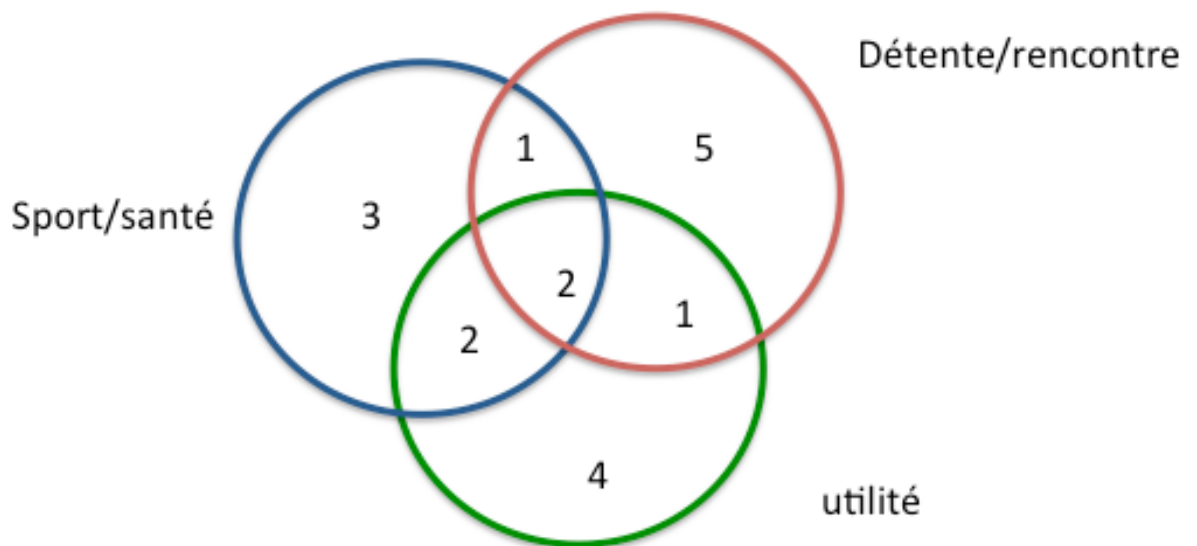
After I asked them about their break concerning the mobility, what made them not walking? The 3 most answers were weather conditions, lack of infrastructures and tiredness. Finally the last question was what would motivate you to walk more? For this question the people had a lot of ideas more or less possible to achieve, but many of them make sense.

One of the most famous ideas is pedestrian tracks without cars around. People are missing it, in Nyon even the nice places like the banks lake, where the cars are not far away.

The second and third are parks and public benches. People feel like it is quite hard to find a nice place to hang out. The only nice place to walk is yet again the lac border. Citizens would like to have green places to hang out and meet people or even make barbecues, I think there is only one grill place in Nyon, which is not a lot. Public benches and small area to meet are unfortunately missing.



We can see in this graph that the age of the people don't really affect the time of walking. We can see that in the different groups of ages; there are different kinds of walkers who walk between 10 to 300 minutes per day. It is possible to see a small decrease after the age of 50; older persons walk a bit less. We can note that most of the people walk more the 50 min a day. It means that on this sample apart for 2 people they are within the range of adequate physical activity recommended by the WHO of 30min.



We can see here that many people walk not only for one reason. While speaking with people we understand easily that walking can be different ways and can have several advantages.

We can, at the first looks see, that relaxation/meeting, utility and sport are really close with 5,4 and 3. The one which has the most weight is relaxation/meeting. This result make sense in a way that several people make something more demanding than walk as a sport which makes less points for the sports category.

Looking more closely we can see that 9 persons out of 18 who are walking with the goal of meeting someone or for relaxation. Of course some people will fit in more than one category but it is normal. It means that the person placed between the red and the blue circle are in the same time feeling sensation of doing sports and willing to meet someone. There are also people mixing sports and utility these people are considering that are physically taking advantage of not taking bus or the car. We can see here the complexity of the mobility and its several reasons and benefits. We have even two people right in the middle feel to have the three reasons of walking. This can be easily possible by the fact that they could have some days as following: walking to the train station for utility, walks at lunch time to relax and walking home with a shopping bag as their sport walk. Each person as gains from their walk the goal of the city is to provide offers which will fit more that one category. For example fitness trails can be built with some benches along the way in order to attract non-sportive people for a more sportive walk in a fitness trail context.

8. Quantitative results from my Facebook survey

8.1 *Methodology of study*

8.1.1 Making of a quantitative survey based on a qualitative one.

The analysis of this survey revealed key elements that can be effective as described below. For example, the lack of parking lots in the city or pedestrian tracks. We used this kind of information to create the second survey. In fact, the second survey is a quantitative survey, which consists of 15 questions. In order to touch most people we ran it on a Facebook group called "t'es de Nyon si..". The group discussions concern several topics about Nyon. All these topics are posted by citizens, who generally use pictures or articles as a support. The purpose of these two surveys is to help us respond to the following subjects:

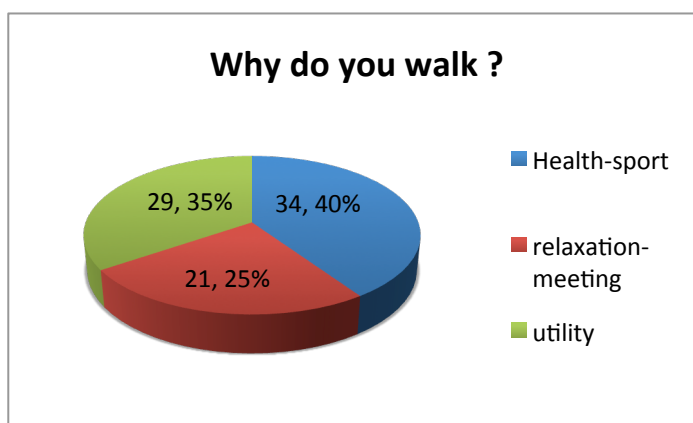
- What motivates people to walk?
- What prevents them from walking?
- What would make them walk even more?

To do so we analyzed the data collected and we classified them in different categories and groups. Some charts and maps are illustrating these different elements. In order to conclude, a few recommendations are made regarding Nyon and other questions that arise throughout this document.

8.2 *Reason for walking*

The first question was to ask what are the motivations for the people to walk and what benefits can people draw while walking.

Figure 38- Why do you walk

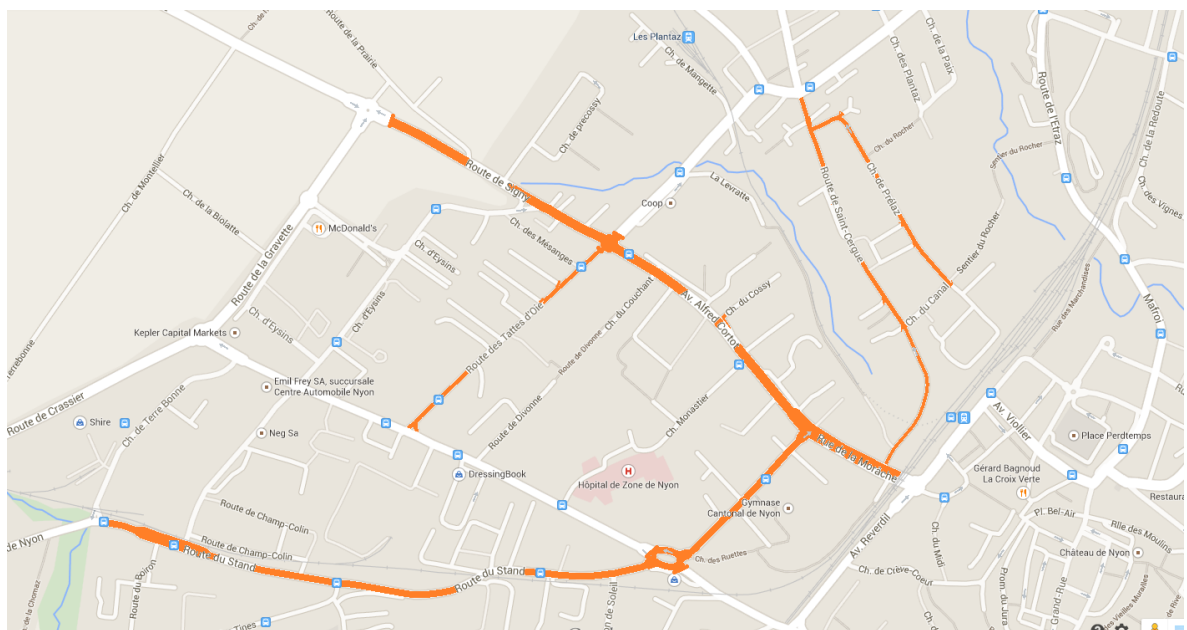


The qualitative questionnaire shows that people tend to walk for relaxation and meeting people. Nevertheless, the answer here is different. The people tend to walk because of health and sport reasons; secondly, for utility and finally for relaxation and meeting. An explanation could be that in front of your computer you have time to think about your answer while during an interview people usually answer more quickly. This might be a reason for this difference.

This graph also gives information about the profile of the walkers in Nyon. Here we see a tendency going for sport and health. The relaxation and meeting profiles get the less support. By noticing that, we can ask the question whether the offer provided for relaxation and meeting is sufficient in Nyon.

8.3 Where move Nyonnais

Figure 39- most use way in Nyon

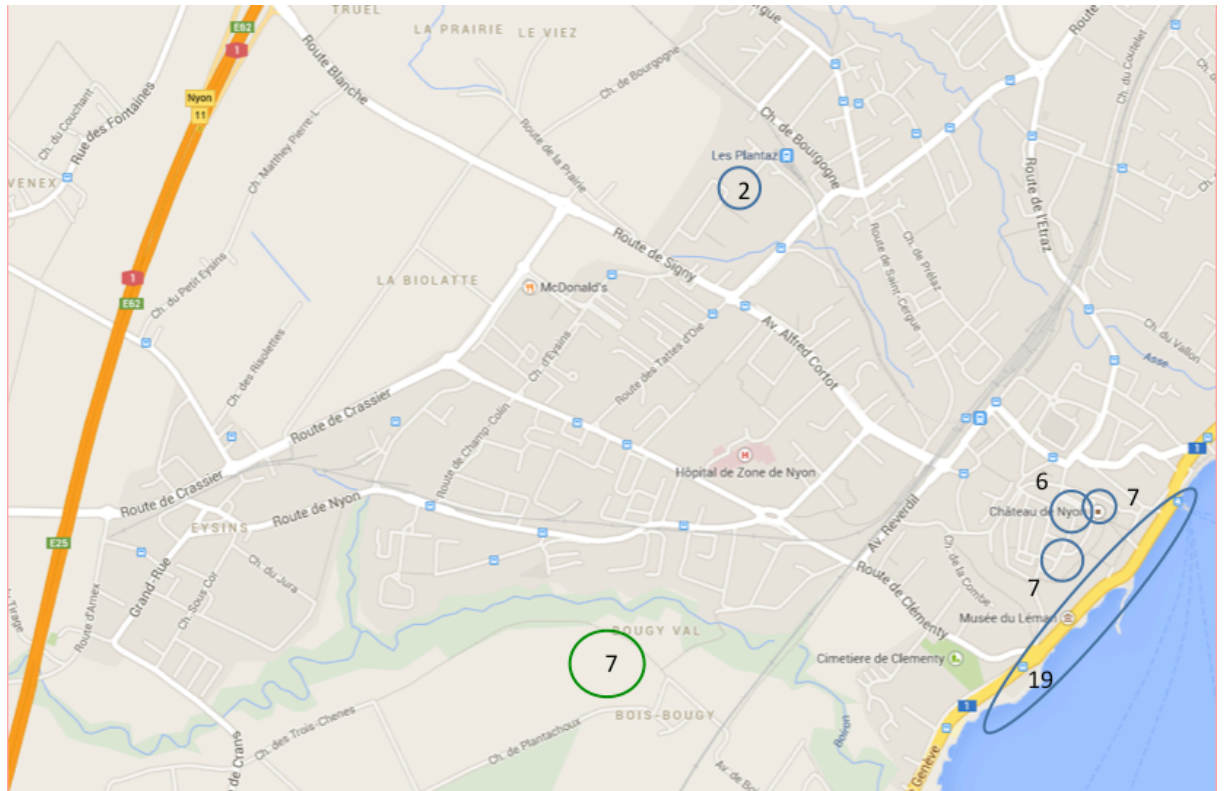


As we can clearly see on the map above, the most frequently used roads by the walkers are the Route de Saint-Cergue, Av, Alfred Cortot and the route du Stand. Unfortunately, cars also use the ways that lead to the center.

The center of the city, particularly the Rue Marchande is well appreciated, although some of the inhabitants feel that there are too many cars for a pedestrian street. Lastly, people like to wander on the lakeside that's why many people go there just to walk without a definite goal.

8.4 *The inhabitants' favorite places*

Figure 40- the inhabitants favorites places



8.4.1 The lake

There's nothing surprising with the lakeside being the population's favorite area. Thirty-two inhabitants have put this spot on the top of their list. They put forward the environment with the flowers and the parks along the way. The landscape that we look at when we are close to the lake also plays an important role. The lake area is the one that pleases the biggest part among the walkers. The pedestrian part is not only cut from traffic by trees and flowers but also by buildings. This gives freedom to any mother with children. They have the possibility to allow them to play a little without having them around. In addition to that, people can find many benches and places to stop all the way from the beach until the Rive's parking lots.

8.4.2 The center

The center of the city is well appreciated by the population. Twenty persons put it in their favorite place to walk. The design of the center was made at a time when cars were not so essential like nowadays. Therefore the distance, the architecture and the infrastructure were built for walking usage. The paths provide benches in quiet areas with a nice sight on the landscape and some other parts are forbidden for vehicles.

Many streets furniture like fountains or Roman ruins were left in this area. That makes people stop and interact.

Two areas designated by the population fit exactly what lays just above. The “promenade d’italie” and the “Place des Marronniers” are pedestrian zones where lots of people like to go. They offer a nice landscape, quietness as well as several benches. During summer, we see many people walking or eating along this place at lunchtime.

On the map, we can clearly notice the three areas where people like to go for a walk: the castle, the “place des maronnier” and the “promenade d’Italie”.

8.4.3 Out of the city

People enjoy the Bougy val and Boiron area (the green on the map) because of the nature they offer. In these areas, you can walk in the forest along the river.

Different types of track can be found in this zone. You can choose to walk either on the forest either on the road. Different slopes are also enjoyable.

There are also two grill places along the river, which offer wide spaces in order to sit and to play games.

8.5 Favorite public place to sit (to meet a friend or to read a book)

The place to sit and the place to walk are similar apart from the green circle (Boiron). Almost the same areas came out from the two questions. The Lakeside and the city center are the areas where people are the more willing to sit and to stop for a while. This can be explained on one hand by the beautiful landscape offered at these places. And on the second hand these are the only places suitable for pedestrians. Along the lakeside, the benches and the sitting places are easy to find. People will find real benches and enough parks with playgrounds for children. There is also everything people need when it comes to facilities like restaurants, bars and small shops. The fact that the inhabitants can buy an ice cream improves the atmosphere. It makes it more friendly and people are more open.

In the north, the situation is more complicated. The benches are not everywhere and they are not always easy to find. It is also very complicated to find a small shop where you can eat something or sit on a terrace. The only offer provided in this district is a gas station, a pizzeria or a mall. These types of areas where there is shortage in the services have an impact on soft mobility. Planning a walk where you spend your break

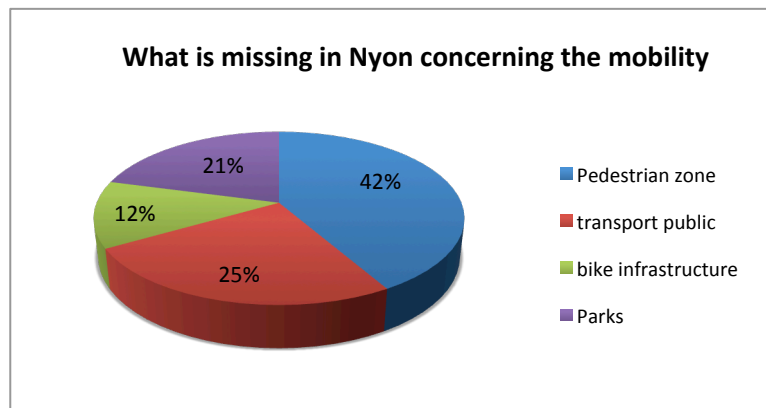
in a petrol station is far less enjoyable than a walk including a nice ice cream at the lakeside.

All these differences are prominent on the map. We see almost all the favorite places at the lake, the city center and a bit out side in the forest while none of them is in the northern part of the city. These areas have a lack in infrastructure development. Several parks around the buildings are nice but there is not a lot of connections between them.

8.6 ***What is missing about mobility in Nyon?***

4 categories were made according to the answers obtained from the survey. Pedestrian zone, transport public, bike infrastructure and parks.

Figure 41- What is missing in Nyon concerning the mobility



8.6.1 **More pedestrian zone.**

“des chemins réservés au piétons, des animations, des points de stop pour des mts détentes bar glace etc.”¹⁷

The people are missing more places like the lakeside described before. When you have shops and tracks without cars, dedicated only for the pedestrians, you improve the environment. The people are willing to sit and they take the time to stop and drink a coffee. The practices are less enjoyable if the infrastructure is not designed for it. Walking with a friend to relax is a lot less enjoyable if you are walking next to a road. Some cities like Sion show how important it is to have pedestrian zones and how enjoyable they are for the walkers.¹⁸

¹⁷ sentences taking from the survey made

¹⁸ Source magazine Rue de l'avenir « Sion et le valais un dynamisme exemplaire »

They allow people to walk without thinking about the traffic next to them. It is also an opportunity to let the children play throughout the way or even rollerblade while the parents can speak quietly together. Pedestrian tend also to promote the use of small shops and coffee bars.

8.6.2 Public transport

The second point that is missing about mobility regards public transportation. The people from Nyon have several disaccords with the offer proposed. The most pointed argument is the lack of services for the seniors and the person with restricted mobility problems. Then comes the frequency of the buses and finally the ticket prices. Fortunately, the city is already taking actions on that subject. They redesigned all the bus traffic system. The purpose is to give more priority to public transport. Furthermore, the frequency will grow from three buses per hour to four per hour.

“Les transports publics sont trop couteux”

“Des bus plus régulièrement!!! Pensons notamment aux personnes âgées.”¹⁹

8.6.3 Parks

Finally the inhabitants would like to have more parks in the city. Several answers were going in the direction of more plants and more greenery. The lack of benches and places to hang out appeared as well. These answers are consistent with what appears above. At this question most of the answers were supporting that they would like to have more pedestrian zones and parks and in the questions above the favorite places and area to walk are pedestrians and parks zones. Therefore we can affirm that street design attracts people.

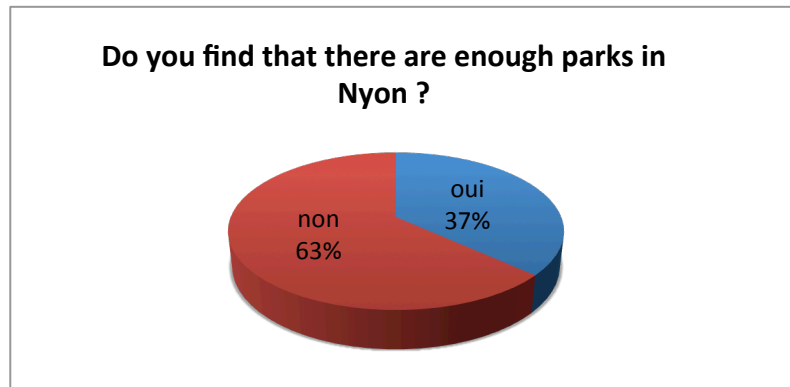
The graph below shows that there are not enough parks in Nyon. 63% of the population feels that the city does not provide enough green spaces. As several answers show it, people are missing green spaces as well as appropriate places for walkers.

The parks would link these two wishes. In addition many benches can be set given that the lack of sitting places came several time. It is important to know that developing facilities in the parks is not a difficult task. We could think of a couple of examples such as ice-cream sellers or coffee bars that would be integrated inside. Sport facilities and

¹⁹ sentences taking from the survey made

events could also take place to motivate the people and please the large percentage of people walking for sport and health purposes.

Figure 42- Do you find that there are enough parks in Nyon?



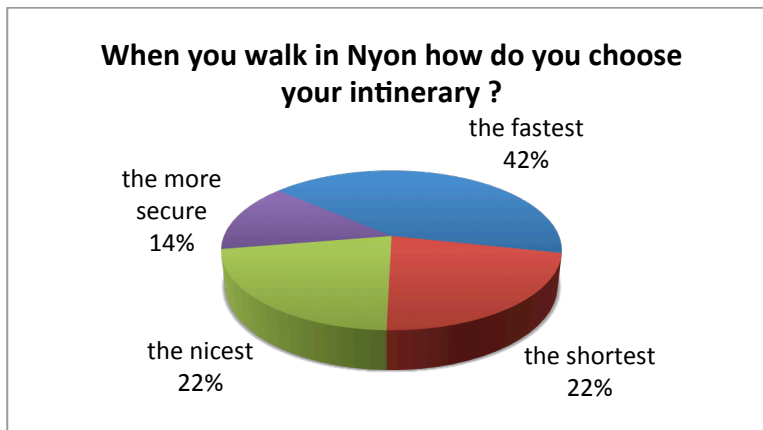
8.7 How Nyonnais walk

8.7.1 When you walk in Nyon how do you choose your itinerary?

The graph below shows that 42% of the citizens choose the fastest way to walk through Nyon. It is followed by the shortest way and the nicest way and ended by the more secure. The picture below shows the itinerary on a daily basis, including for example going to work or shopping.

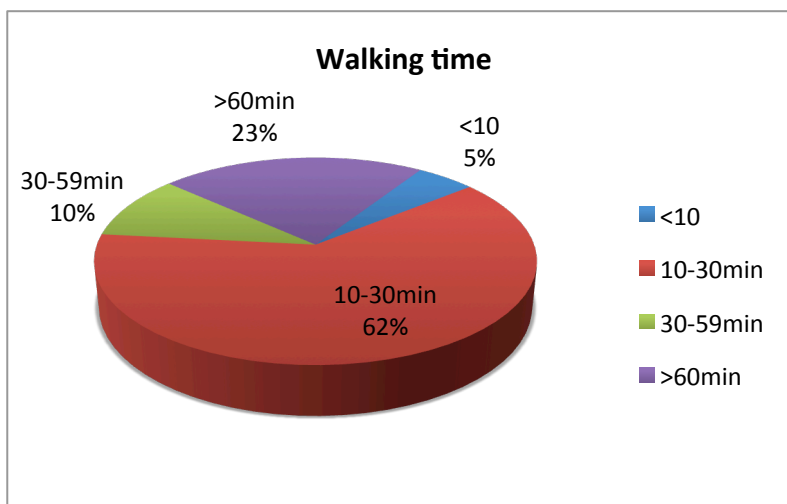
Choosing the fastest way to move follows what the graph about why you walk show? Almost 30% of the population walks because of utility that is why they look for the fastest way. The second position gives equally weight to the beauty of the way and its shortness. That shows us the interest to have nice areas to walk through. We have already seen in some questions that the landscape and the atmosphere in the area represent an important point.

Figure 43- when you walk in Nyon how do you choose your itinerary?



8.7.2 Time willing to spend walking

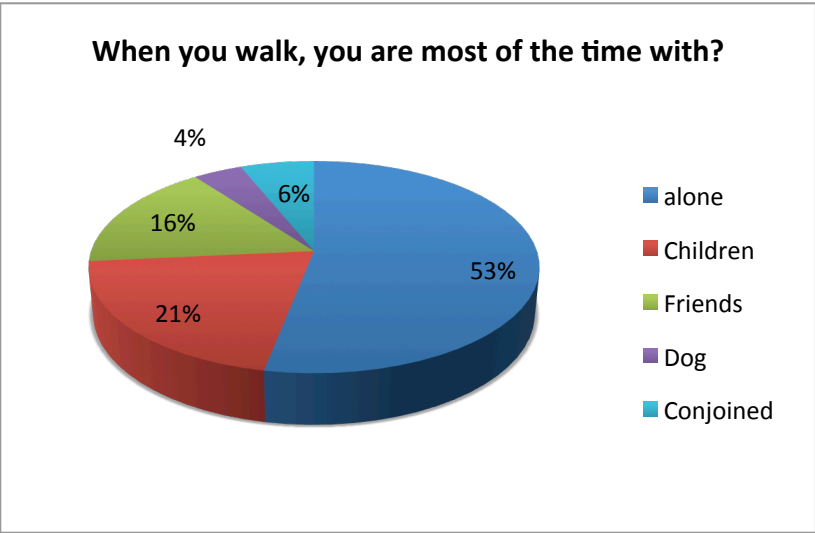
Figure 44- time willing to spend walking



The graphic above records the walking time of the pedestrians. We asked them how long they would be willing to walk per day. Then we made 4 categories: less than 10 minutes, between ten and thirty, between 30 and 60 minutes and over 1 hour.

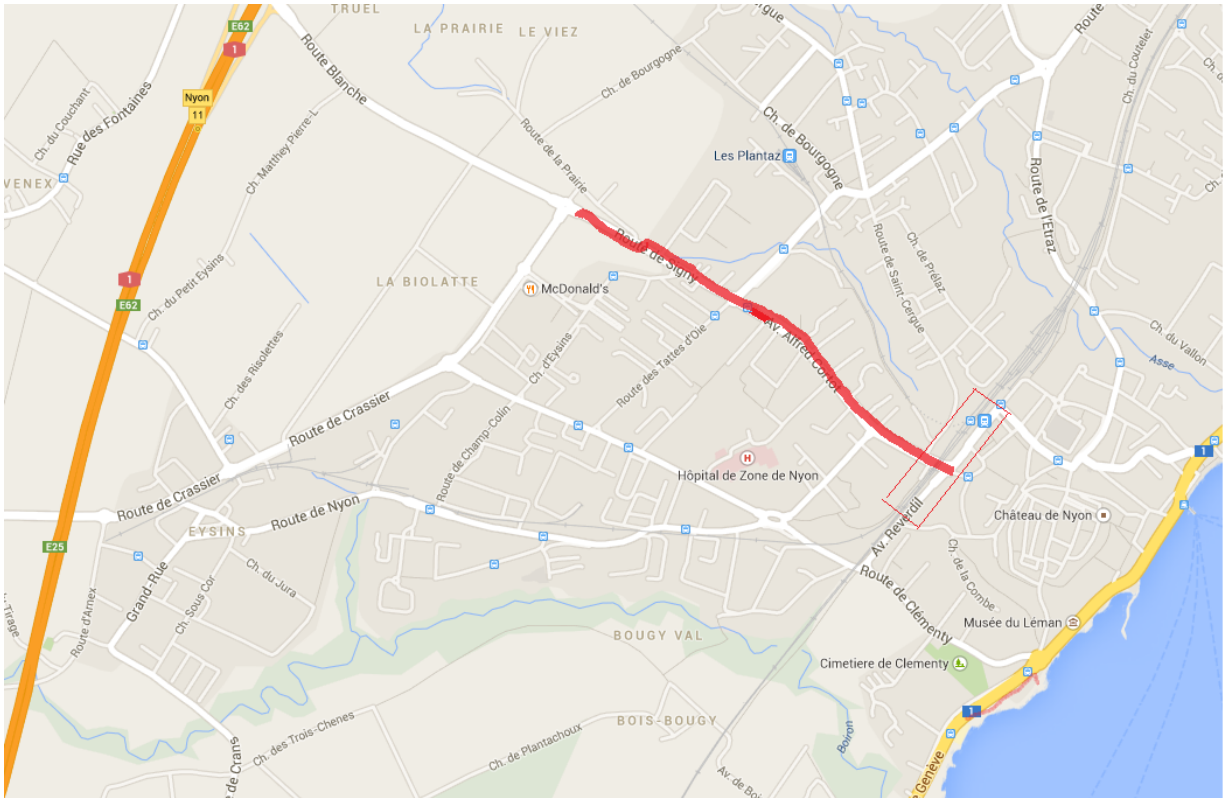
We can clearly observe that the people are enthusiast to walk at most 30 minutes. The share above one hour represents the most common people, which walk 2 or 3 hours in a row, but not on a daily basis. This kind of people mostly does it during the weekend as an activity.

Figure 45- When you walk, you are most of the time with?



The tenth question had the goal to know a bit more with whom the people are walking. The survey shows that in 53% of the cases, the residents of Nyon walk alone. The following relevant categories are children and friends. The rest is divided between dog, spouse, and family.

Figure 46- Where is the most dangerous place to walk?



25 out of 47 answers were showing that the most dangerous place to walk is the road Alfred Cortot and around the train station as well. After that comes the way to the swimming pool from the beach. Several comments were made about pedestrians crossing as well. Especially about the pedestrian crossing made right after the roundabouts.

Luckily, some changes have been made these past months in the areas where people feel unsecure. The road Alfred Cortot and the Train station have just been renovated so that the pedestrians feel more secure.

The road Alfred Cortot is most direct way to the center. Therefore many cars pass on this road every day (around 25'000). The sidewalk along this street is just next to the road without any separation. Thanks to the actions taken by the city, the way has now improved regarding security. Today the road gives priority to the buses and the bicycles. Pedestrians benefit from better conditions with large sidewalks and some greenery. However, although improvements have been made, pedestrians are not cut from the traffic everywhere and some parts are still a bit dangerous.

8.8 What would be your motivation ?

8.8.1 Pedestrian streets:

The ones in favor of more pedestrian streets, the ones in favor of nicer and more beautiful paths and the ones who support security. The desire of having a pure pedestrian street comes out once more in this open question. Many people complain about the fact that even the sidewalks are often used as car parks or even used by bicycles.

8.8.2 Green City

The second category supports nicer paths and a city that would provide more green spaces. They feel like the paths designs are not always enjoyable. They would like paths designed to walk with benches and infrastructure. In short, they are looking for more areas like the lakeside. They seem to enjoy this atmosphere without cars and with many activities to do. They feel good and this feeling can be easily noticed during a sunny Sunday, for instance.

8.8.3 Security

The third category is about security. Part of the population feels that some parts of the city do not have enough streetlights. But the answers did not give more precision.

Here after are some answers given by the population: What would motivate you to walk more?

“des jolis jardins avec des animaux, des panneaux avec des devinettes un fitness dehors ou un parcours vita. des chemins plutôt plats faciles d'accès et des points de repos bancs etc.... (des endroits cachés mais sécurisés)”

“Des zones piétonnes dynamique... Centraliser des lieux vivants au même endroit.”

“Un retrait de permis”

“un community challenge ou des avantages grâce à la marche »²⁰

8.8.4 Pédibus

Finally we asked about the Pedibus. Pedibus is a “walking bus going” through the neighborhood to take children to school. One adult per day is set as “driver” and is in charge of picking up all the children. Then at each stop more children are “on the bus”. This kind of practice teaches children how to walk safely and reassures the parents which have no time to drop their children at school.

Figure 47- Do you know Pédibus?

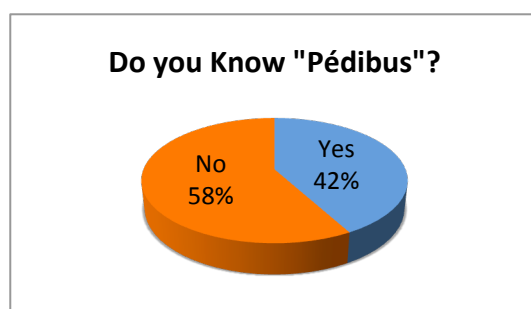


Figure 48-If yes are you in favor of?

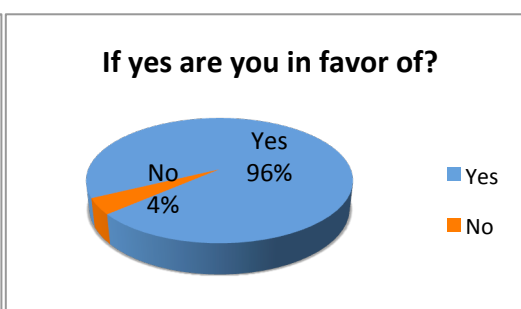
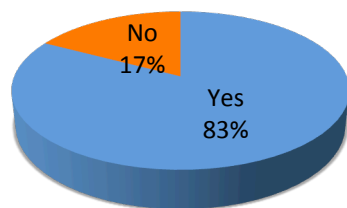


Figure 49- Would you be willing to use it?

²⁰ Source : sentences taking from the survey made

would you be willing to use
it ?



9. Recommendations

After the analysis of the survey and the study of better walking mobility in the city, some recommendations of good practices can be given. Nyon has the entire prerequisite to reverse its bad statistics situation concerning the number of vehicles in the city. Moreover, the city is at an important stage of its development and Geneva is becoming an overcrowded area, which pushes the people and the companies to move towards Nyon. We have to outline the fact that “la Cote” is in constant expansion and Nyon is one of the key players. The city has to develop in several sectors including the mobility to stay competitive and to follow its development.

9.1 ***Two main axes of action:***

- Nyon’s Website : the city has to push people to work by giving information about mobility. Even the website is well designed and quantity of information can be found some pop up or little video trail should be included. They should have a focus in the promotion of the mobility. People will not look for mobility, the city has to show them.
- With the inhabitants: in order to have more people walking, the city has to involve the inhabitant by maybe creating a walking community that would show that things are moving and that people are motivated and ready to take the step.

9.1.1 Website

Promotions of pedestrian areas should be added on the city’s website. When we went on the website looking for public spaces, we only found two proposals. The new orange benches in front of “La Combe” and the “place de savoie”, which is illustrated by a statue. This kind of information should be developed to give a good feeling about the places. Furthermore, there are more public places than the two mentioned on the website.

Public places should be presented differently; for example with a map to give the location as well as a friendly design. When people click on the place, the description should include many pictures of the place. Pictures give more feeling than text and are way more explicit.

9.1.1.1 Better information

Better information would help pushing people to walk. Making some action to promote areas such as the Boiron could be a good initiative. Suggest walking areas can give the feeling of walking. In addition, information about different itineraries through the forest could be provided. For instance, a panel could show the time and the difficulty. Some benches could be placed in strategic places offering a nice view.

Informing the population about the time needed from a place to another might also be an encouragement. Because giving the distance in kilometers does not really inform the time needed for the walking distance. Sometimes it looks longer. Adding the remaining time could motivate people and prove that finally it is not so long.

Some additional contents should be added to the city website. The website is really well done and it is possible to find a lot of information. Nevertheless, it should include more actions to be taken and more interaction should be done.

9.1.1.2 Practical information

When going on Nyon's website under the practical information we have the "plan de la ville" and if you click on it, the only thing that shows up is a simple google map. The city map should be an element that invites people to discover the city. On the proposed map, almost nothing appears apart from the castle. A map in a "touristic way" with important places of the city, the nice parks, the walking areas, and the distances showed in time could be created. Geneva made it using a very interesting way see annexe 1.

Even though Nyon doesn't have famous touristic place like Geneva to show, the city could show the citizens' favorite restaurants or places. The goal of this map is to attract people regarding what activities you can do in town. By adding the paths' distance in time, it could make the people want to walk, informing that the place they go to is only 10 minutes away.

9.1.2 Community

In order to make things move, we need to involve people for the cause. A community should be created, where people would have the possibility to test things or give their opinion on what is going to take place in their city. This community would take part to some challenges for the improvements of the city life. They would also be able to make suggestions to the authorities.

9.1.2.1 Contest

To push people to move some contest should be set. This would involve the inhabitants in the city-improving plan and it would help the city to grasp the desire of the population. Thanks to the community, such games could be created on different topics.

9.1.2.2 The best places:

A contest of what is the best place according to their “best utility”. The goal would be creating a list of places according to their use, like mentioned before. The inhabitants should send a nice picture with the precise location and how the place could be best used. Then the picture would be put on the website or on a Facebook group and people would choose their favorite place. Creating a contest like that has several benefits: it gives lots of information to the city, involves the inhabitant with the city and would be a good opportunity to help Nyon by knowing where to invest its resources.

9.1.2.3 Best parks:

On the website, we found a nice part dedicated to parks and gardens. There is good information and descriptions of the parks and their location. Unfortunately, this kind of information tends to be seen once and that's it. Why wouldn't we go a step further? Why wouldn't we make a ranking of these parks by the inhabitants? The ranking would promote the good parks and would also show to the city where improvement can be made. The ranking would be updated regularly and also published. People would be able to check if their usual park is still the best or if another has taken its place.

9.1.2.4 The cultural move:

History and culture are really important for society. Nevertheless, sitting on a bench or behind a table and read a book about Nyon's history or its biggest history facts is not the most enjoyable lesson you could take. Today most of the people have smartphones and spend an important amount of time on it. Another idea would be to create a cultural route in Nyon with QR code for smartphone use.

Some QR code with questions would appear in the city's strategic spots and people could go and scan it. Then they would receive a question on their smartphone on different topics. The QR code would be placed in areas where the people go and in order to answer all the questions, people would have to walk through several locations.

A ranking of the answers could be provided to make a bit of competition between the citizens. A QR code game gives the opportunity to kill two birds with one stone. First of

all, the inhabitants would interact with the city and secondly it is a good way to improve the people's culture.

10. Community challenge

Community challenges become more and more frequent, especially in America. Major event actors make challenges. The United State environmental protection agency (EPA) is running a one year challenge coast to coast and makes every city from the country compete concerning green power²¹. On a smaller scale, we have the "best street challenge" and the Eaton pedometer effect.

Looking at all the benefits from these kinds of challenges, why wouldn't Nyon do the same?

10.1.1.1 Community challenge

Several scenarios are possible: for example, give pedometers to a group of people willing to take the challenge. Then set an goal to these people, which they would be recorded on the pedometer. The objective should be known in advance and could be adapted according to the profile (age, sex, work, family).

Some rewarding could be an additional motivation so that people participate. A great idea can be a sort of "public transport point": the goal is to invite people to walk by offering them some free transportation advantages. The people would have to take a precise amount of steps per day or per week in order to win a free ticket. Then when they walk enough they receive their free ticket for public transport. This challenge would motivate the people to walk at least when the weather is good (good weather, no heavy shopping) and to take free buses when the weather conditions are less advantageous.

Eaton base in Morges took the step and decided to make an action in order that the employees walk more. To do this each employee receives a pedometer with the objective to make 10'000 steps per day. Each day they can record the steps they made and the record is in the system. The effect of this project over passed the limit estimated. Some people stopped to take lift to go to their office others went on the top floors by foot to grab a coffee. The effect of comparisons to each other wake up the natural competition inside every one and pushes the people to walk at least like the colleagues. This creates a soft and funny competition within a team or a floor to see

²¹ The united state environmental protection agency (EPA) green challenge.

who make the best progress. Some others make even better improvement by changing the way they come to work. For example taking a bicycle to or from the station to skip the last part of the trip in the bus and make it by foot. This kind of action is really good in a company, it's attract the attention on important points like the health or the environments. In addition small challenges without price or ranking bring a nice atmosphere in the work place.

Organizing a community challenge would have several consequences for the city. It would help Nyon becoming an innovative city and would also rise the importance of the soft mobility.

Since the project includes inhabitants the impact on the population would be stronger.

Other counterparts could be proposed to the challenge. For example, big companies could be involved in the process. Migros and Coop could make a deal with the city and offer cumulus points if the people walk to get their groceries. The people would be able to multiply their cumulus points according to the distance they had walked before going shopping.

A challenge designating the best walker in town could be proposed. Participants would subscribe for the contest and get a pedometer. Then the goal for the challenger is to walk as much as possible during a given time. The best or the three best would be rewarded and would become popular in the city. This would push people to walk because competition is the best driving force for humans. Group of friends could be set in order to be well placed in Nyon's walking challenge ranking.

We could also set a challenge by neighborhoods or areas. The different zones of the town would be in competition. The challenge's reward could be an infrastructure renovation in the neighborhood: that means something special that the other would not have. It could be a designed playground, or futuristic benches (with plug or sound system).

As Nyon plans to tackle the problems of soft mobility next year, such challenges could represent a way to show how improvement are made. If the offer matches the needs, people would switch their habit for soft mobility. Mobility is a matter of habits. People have their habits; they buy bread at the petrol station because once a week they fill their tank but they don't go to the bakery next to their home. This kind of habits can be changed by a mobility challenge. The people would change their habits to win point but then they would stick to it because walking is more benefic.

11. City developing

11.1 Pedestrian Zone

The need for pedestrian zones is one of the biggest points that emerged in the study. The population mentioned in different ways the lack of pure pedestrian streets and the importance to have some. The map above with the paths and the places where Nyon's citizens like to go to confirms this statement. All off them are in the area where cars are the less present. Moreover, we can see that when the offer is there, the people are using it. Some parts in the city could easily be turned into pedestrian zones.

Figure 50- Place Bel-aire Nyon



This picture shows the place Bel-air in the center of the city. The area is a crossing point, we can go in four directions by six different ways. This is also a place where all kind of vehicles can meet; cars and trucks are allowed even if most of the streets are dedicated to pedestrians. People go in this way by car for two reasons: to make a short cut or to find a car park. Therefore a pedestrian zone with furniture would make it a livelier place.

There is almost no furniture at all; we can only find one bench, which is not useful. The bench turns around the tree that is esthetically nice but quite inefficient to sit. With this curve, it's difficult to communicate if we are more than two because none of our friend is in front of us. On the other side on the right, there is, I guess, an old bus stop, which could definitely be used to make a nice place for meeting.

Places with pleasant and modern design could encourage people to walk or simply to stop a few seconds on their way. They bring persons by foot towards the center of Nyon and that would change the dynamic of the city. It could also help the commerce

in the center because if people walk by pleasure they have more desire to buy something. Consequently, if there are more people as well as more shops around the center, that would give the city a new life.

11.2 Greenery

Figure 51- flower mosaic

The main wish of Nyon's inhabitants is to benefit from more flowers, more trees and more parks. We have to admit that Nyon is not the city that offers the best in terms of greenery. The lakeside is well designed with parks, flowers and trees. There is even a flowered mosaic made each year under the



roman columns. Unfortunately, the rest of the city isn't going in the same direction. Apart from some flowers pots, the center doesn't offer much vegetation. If we look at the results that we obtained, the city should invest more in this sector. Making the city nicer and more enjoyable with parks and trees can have a huge effect on the population. Trees and flowers should be added in some parts of the town. Another option to make the city greener would also be possible without planting new flowers. Such an experience is now taking place in Geneva.

11.2.1 Movable garden Geneva

Luckily, people understand that green spaces and vegetation can change a place and change the atmosphere; a nice example to look at is the itinerary garden place in Geneva. For the 150th birthday of Geneva's green spaces, they created a nice project of strange seats made with synthetic grass. The infrastructure is composed of several benches with unusual designs and some palm trees. The structure will move around the city every 2 weeks. That changes the face of the city for a while and allows many people to use it.

Figure 52- Geneva movable garden



Source: Google image

Such a project would show the motivation of Nyon to improve the actual city. In addition this would create a different atmosphere, people would use and play with this new environment.

11.3 Infrastructure

“des jolis jardins ac des animaux, des panneaux ac des devinettes un fitness dehors ou un parcours vita. des chemins plutôt plat facile a atteindre et des points de repos bancs etc.... (des endroits cachés mais sécurisés)”

Taking the above statement into account, the residents of Nyon believe that the city could be a lot more attractive. We saw how some street furniture could improve a city's atmosphere. In the survey, the lack of benches was mentioned several time.

In Nyon, finding a place to meet someone or having a rest is not an easy task. An example to illustrate that is the number of benches that we can find in the city center. In the main streets, there are two real benches (but their are old and not comfortable) as well as some orange rocks next to the road and that's it. Consequently when we are looking for a place to sit with a friend, it is difficult to find another alternative than a bar. Even more difficult than finding a seat to chat is to find a place to eat outside. There is absolutely no place designed to let people eat in the streets.

11.3.1 Public benches

The public benches come from the middle age. At that age the benches were part of the building. But one day the baron Haussman chose to put some benches and other furniture in Paris. Since then, benches never stopped to be part of the streets. Some can be found in the public park; some are near the offices and some others are even located in gardens. Most of the benches were made of stone in the Middle Age while today you can find a great variety of materials which make them look even nicer.

11.3.1.1 Different material

Today we find benches made of several materials, although sometimes they can look really strange.

Figure 53- special design bench



Figure 54- special design bench



11.3.1.2 The design

The benches can also have crazy designs. Sometimes designs take over utility but it makes people stop and stare at it. It might create many discussions around the place such as what it could be or what could be the real purpose of it.

Figure 55- special design bench



Figure 56- special design bench



11.3.1.3 *Make the difference*

There are also benches, which make the difference a city and where the people will come to take pictures. These benches will create an atmosphere in the place and can become some kind of attraction.

Figure 57- special design bench



Figure 58- special design bench



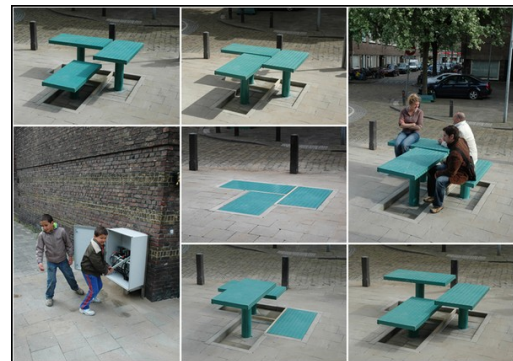
11.3.1.4 *Transforms the place*

There are also benches that literally change the whole place.

Figure 59- special design bench



Figure 60- special design bench



11.3.1.5 *The goal is just to sit?*

At the end is there a distinct function or is it just made to be sitting on? Personally I don't think so. I think that public benches can change a place and its surroundings. I have visited quite a lot of cities and in some of them, like in Porto and in Sydney; they are making the place very interesting. Porto, for example, has several nice places with all kinds of crazy benches. These benches create a funny atmosphere where people enjoy taking pictures and having fun with the statues. They are part of the public spaces.

Figure 61- special design bench



11.3.1.6 Public place

The greatest example of public place offer I saw is in Australia. They provide free gas barbecue spots almost everywhere. You just need to push a button and the grill becomes hot for around 30 minutes. They also provide some picnic tables and everybody comes to enjoy barbecues in those kinds of places.

Figure 62- Free grill place



11.3.1.7 Benches characteristics

Apart from the design and the atmosphere offered by the benches, we classified them in three different categories: the relay bench, the waiting bench and the pleasure bench.

The relay bench: like its name states, it is a bench to sit on for a while, take some rest and continue your way. This bench doesn't need special characteristics but being on one place where there is enough movement.

The waiting bench: they are built around places where people have to wait. These benches are often located on bus stops or next to little shops.

The pleasure bench: the pleasure bench is a bench made for reading or talking with a friend. These benches can be everywhere and their only function is to make people sit on them. But how cool is it to sit with a friend on a nice bench with a nice view and talk about your day. The situation of the bench also matter. See see appendix

11.3.1.8 Movable seat New-York

We can see that some major cities like New York think about improving the level of furniture in the street. To achieve this goal, they designed some furniture which are movable and can be fixed to the existing furniture or building.

Figure 63- movable seat



Figure 64- movable seat



This new seat opens up the possibility of placing furniture on the street. That allows the city to make ephemeral public area; for example during work on a building or in a place. This kind of project can reduce the budget of a city and increase the soft mobility.

Benches are really important in every city. There is a part of the population who suffers from reduced-mobility and who needs them to rest for a while. In addition the age of the population is growing, therefore the number of people in need of benches will rise at the same time. The role of the city is to make sure that every citizen can walk according to his physical condition. Taking Nyon as an example, there are 2 benches between the city center and the end of the avenue Cortot. The worst part is that they are placed just next to the traffic, which make them not very attractive to sit.

Benches can create meeting points and when we wait for someone who is late, we have to admit that it is very pleasant to be sitting on a comfortable bench. They can also become a meeting point for lunch. People from different companies that have different food desires can meet to eat. That outlines the importance of sociability.

Some of the people are willing to walk in order to find the bench they like. When they reach the bench they are happy to be there and proud of their walk.

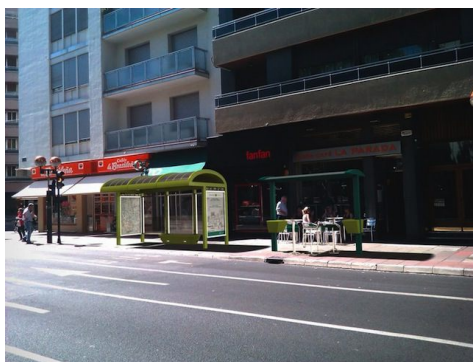
Inside the parks, benches make the difference because they attract people and create nice atmosphere. Like the example of Porto where “crazy” benches attract and create an interaction with the people.

In order to push people to go wandering around Nyon, we suggest to add a page dedicated to the benches and the meeting places to the website. There are several beautiful places to sit that some people might not be aware of. Seeing a place to go is really helpful to convince the person to discover it. The places can be ranked by categories: places that are more suitable for teenagers will be in an area where the noise is not disturbing for the users. Bench for couples will be quieter with a nice view and meeting benches will be places where social contact is easy to find.

11.4 Insopol

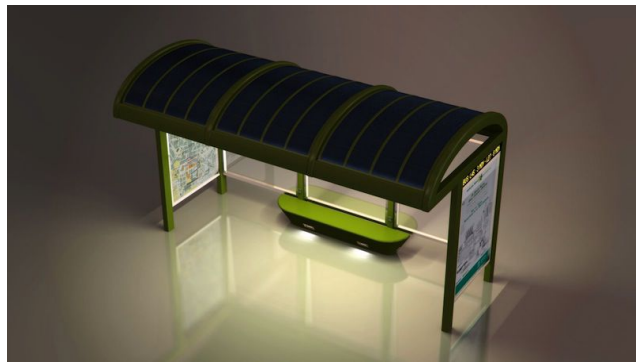
Insopol is a new way of making street furniture. The company used solar panels to give the energy needed for the installation. For example, a bus stop will be auto-sufficient in energy. It will be able to provide light and other services without electricity.

Figure 65- Insopol bus stop



Source:insopol.com

Figure 66- Insopol bus stop



Source:insopol.com

They also build benches, which offer electric power. We can use them to charge our phone or our computer. Kiosks where small business can take place are also possible. In fact all useful street furniture are there.

Figure 67- Insopol benche



Source:insopol.com

Figure 68 – Insopol Bike station



Source:insopol.com

Figure 69- Insopol kiosk



Source:insopol.com

Figure 70- insopol coffee bar



Source:insopol.com

Introducing something like that in Nyon would be just amazing. It represents a step forward, the furniture will be self-sufficient and will provide extra services like public benches with plugs. Who never ran out of battery while waiting for someone or when going out after work? This kind of installation will also offer new business opportunities. We saw in the previous picture that kiosks and coffee bars could help to vamp up some of Nyon's areas.

11.5 Fitness trail

Many people proposed to create a fitness trail in Nyon. Sports people need to go to Trélex or Gland to find a fitness trail and it is a shame that the nice complex in Colovray does not provide a fitness trail with more sports facilities. Urban fitness trails are becoming more and more famous we see them come up in many cities like Cairns, Sydney or Geneva.

Fitness trails will meet the demand of the numerous people walking for health and sport. Furthermore, fitness trails facilities in urban areas would not only bring real sports athletes but also people, which would make just one or two exercises and walk for the rest of the track. Some cities like Geneva create several fitness trails nearby vegetation.²²

11.6 Security

While looking at the graphs, we found out that security is an important topic as well. 21% of the population is walking with children. Regarding this percentage, it is important to have a close attention to the security parameter. For instance, some improvements can be made concerning the sidewalk. Most of them are just next to the road. Therefore, as we see in Divonne's example, the idea of putting separations between the road and the sidewalks help to increase security.

²² Ville de Genève parcours santé.

Conclusion

In the actual changing environment cities should be aware that mobility is a strong driver for the economy as well as the inhabitants' well being. It connects people and gives the possibility to companies to run their business. The way the infrastructure and the technology improve are amazing and everything goes fast and faster. Nevertheless continuing to please the motor vehicles will lead us straight into the wall. Continuing to pollute like we do today will put the future generation in difficult situation.

Problems link to sedentarily as well as environment issues are arising and they need to be tackled. Majors impacts could come from these two topics and choice must be done. Cost like to these two issues amount to billion of dollars for the society. Some cities are already taking measures to try to manage these problems by using mobility weapon.

Nyon is at a turning point of its development. Geneva is more and more crowded and the region "la Cote" is expended. Several villages are increasing their population and commercial activities. A large part of these people are working either in Lausanne or in Geneva and take the train in Nyon. This congestion to the station in addition to the growing population of Nyon needs to manage this situation.

To do so, Nyon has to push the soft mobility and the use of public transports. The city centre has already reached its limit, everyday traffic jam appear and blockes the area.

In this thesis different elements like reasons of walking and break to walk show that the population is for a large part in favour of the improvement in the soft mobility offer. Some important elements like parks and pedestrian zones are missing in the city to fully please the walkers. They reveal also all the benefits that provide walking and exercise.

In addition to this out put several advices are given to motivate people. I believe that it is the roll of the city to provide appropriate infrastructure for walkers around the city, it is also its roll to push and motivate people to walk and make the city alive.

Implying some of the recommendations given above will certainly bring the city to a better environment where people can walk and enjoy friendly meeting through the city.

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Appendix 1 - Making walking count

1. Walking activity

**Making
Walking
Count**



- Number of trips
- Time spent walking
- Frequency of unaccompanied walks to school

2. Activity in the public realm

**Making
Walking
Count**



Time spent in the public realm

3. Local accessibility

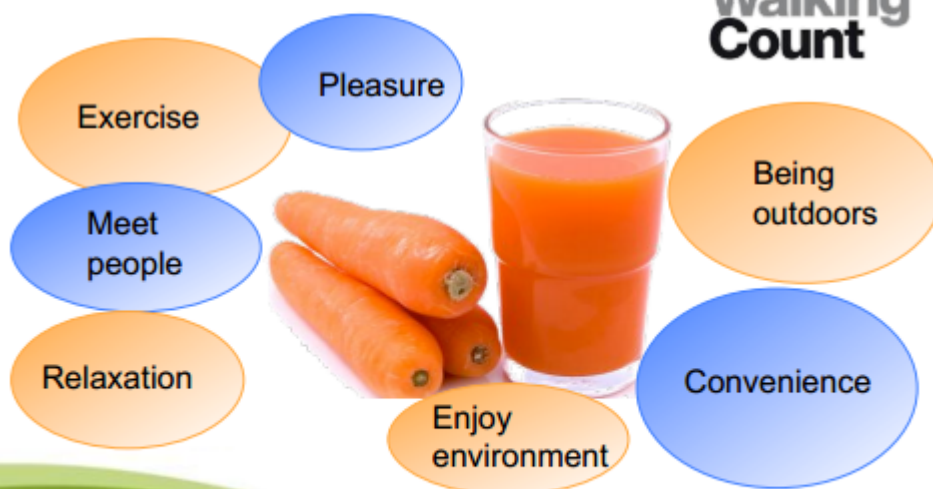
**Making
Walking
Count**



- I have a **local shop** within comfortable walking distance where I can buy fresh vegetables
- There are **green spaces** within comfortable walking distance of where I live
- There are **sports facilities** within comfortable walking distance of where I live
- There is a **café or restaurant** within comfortable walking distance of where I live
- I have good access to **public transport**

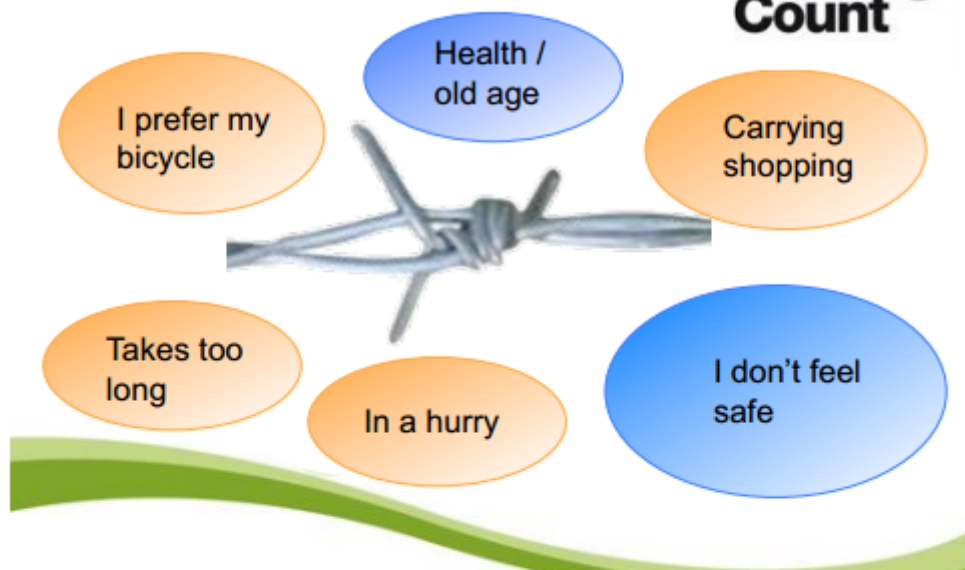
4. Motivations

**Making
Walking
Count**



5. Personal barriers

**Making
Walking
Count**



6. Perception of the walking environment

**Making
Walking
Count**



How
Pleasant?

Environmental barriers

**Making
Walking
Count**



7. Measures to improve the walking environment

**Making
Walking
Count**



What would encourage me to walk more?

8. Local transport spending priorities

**Making
Walking
Count**



Conclusions

**Making
Walking
Count**



- Traditional surveys underestimate walking...
...and ignore the rest of the time spent in the public realm.
- Only what is counted counts!
- We need to know where we are if we want to set off in the right direction and be sure to get to our destination.

Appendix 2 - A well-located bench

According to the site www.pps.org (project for public space) here is some advice for a well-located bench:

- Benches should be placed within view of the action, but out of the way of the flow of pedestrian traffic. They should be set back at least 24 inches from the pedestrian walkway to allow space for people walking by. (However, a bench should not be set back too far, or it won't be used.)
- Benches should be placed together with other street amenities such as bus shelters, kiosks, newsagents, waste receptacles, telephones, etc.
- Benches should not face each other directly unless they are being used for games. People tend to feel uncomfortable when they sit face to face with a stranger, and will twist around or sit sideways to avoid eye contact. Occasionally, pairs of benches should be placed at a 90 to 120 degree angle, which is good for both conversations and sitting alone.
- Benches should generally not be lined up in a row because this makes it difficult for a group to have a conversation. (Where there are many passers-by or where there is an outstanding view, benches can be lined up.)
- Benches should be displayed so that the people have the choice to sit in the sun or in the shade, and away from strong winds. Using movable chairs or lightweight benches provides the widest range of choice.
- In areas where disabled people are likely to sit, benches should be spaced so that wheelchairs can be accommodated on the side or in front of the benches. This will allow people in the wheelchairs to talk with people on the bench, without being in the way of passers-by. People who use walkers also need space to rest their walker adjacent to the bench while they are seated.

Appendix 3 - Result survey facebook

no	Horodateur	Pourquoi marche	Quel est le chemin que vous empruntez le plus souvent et pourquoi?
1	24.07.14 15:34	santé-sport ?	Celui qui part du quartier des Fontaines/McDo. Parce qu'il n'y a quasi pas de voitures et qu'avec un enfant de
2	25.07.14 19:04	utilitaire ?	je prends souvent la voiture, sinn je marche pour respirer dans les peu de champs qui reste derrière chez moi
3	24.07.14 15:55	santé-sport ?, utilitai	En ville en général .. Vivant au centre ville pas besoin de voiture
4	28.07.14 15:45	santé-sport ?, utilitai	Migros porte de nyon - station
5	24.07.14 15:35	santé-sport ?	La route de Saint - Cergue. Rue de la Gare château et bord du lac. Retour colombier.gare centre ville route di
6	24.07.14 15:35	santé-sport ?	La route de Saint - Cergue. Rue de la Gare château et bord du lac. Retour colombier.gare centre ville route de
7	24.07.14 15:08	santé-sport ?	la route qui part de Novartis jusqu'a la gendarmerie pour aller a mon boulot
8	24.07.14 22:40	santé-sport ?, utilitai	Chemin d'Eysins, les Fontaines, Migros des Portes de Nyon pour promener mon chien. Sinon, Gare, rue de la
9	28.07.14 12:55	utilitaire ?, détente-r	Centre-Ville (Grande-Rue) > Avenue Perdttemps, pour le travail
10	28.07.14 12:20	santé-sport ?	
11	24.07.14 17:01	santé-sport ?, utilitai	De mon domicile à la gare/ville Derrière la levratte le long des voies car je suis avec ma chienne et c est tranquille
12	25.07.14 14:36	santé-sport ?, utilitai	Avant je passais aux Ruettes mais c est bouclé
13	27.07.14 20:22	détente-rencotre ?	les petit chemin qui existe encore avec des arbres de la verdure et des fleur car c'est agréable ,les ruelle anci
14	26.07.14 14:33	santé-sport ?, utilitai	centre-ville
15	24.07.14 15:15	santé-sport ?	pour aller au travail car en étant nyonnaise je dois laisser les frontaliers utiliser nos routes pour venir prendre r
16	24.07.14 15:24	santé-sport ?	Route de Saint-Cergue pour aller chez des amis ou au centre ville et bord du lac
17	24.07.14 15:15	santé-sport ?	Route du boiron - gare car je prend le train pour me rendre sur mon lieu de travail
18	28.07.14 12:48	utilitaire ?	la rte de St-Cergue
19	28.07.14 13:55	santé-sport ?	De la gare aux bars, pour boire l apéro, bien sur
20	24.07.14 17:56	santé-sport ?, utilitai	Je suis maman au foyer, sans véhicule. Je marche un peu partout dans la ville que ce soit pour aller faire les c
21	26.07.14 11:10	santé-sport ?, déten	Du chemin d'Eysins au centre ville en passant par le stade de marant. Habitude.
22	26.07.14 11:09	santé-sport ?, déten	Du chemin d'Eysins au centre ville en passant par le stade de marant. Habitude.
23	28.07.14 12:43	santé-sport ?, utilitai	Route Alfred-cortot pour rejoindre le centre-ville, car chemin est direct et droit vers l'objectif Route de St. Cergue - boulot
24	28.07.14 11:39	santé-sport ?, utilitai	Redoute / gare / Nyon ouest - loisir
25	24.07.14 15:21	santé-sport ?	Prangins-Nyon quand il n'y a pas des bus qui vont avec les trains, quand j'ai loupé le bus, quand je ne veux pe
26	24.07.14 16:02	santé-sport ?, utilitai	Route de St cergue(travail, maison)
27	24.07.14 15:55	détente-rencotre ?	u ch de Prélaz à la rue de la gare pour au centre ville ou à la gare
28	24.07.14 14:59	santé-sport ?, utilitai	chemin pour aller au bord du lac et route de tartes d'oies Rte de champ-colin pour aller au travail.
29	27.07.14 03:31	utilitaire ?	Avenue alfred-cortot ou rte de divonne pour aller à la gare et au centre ville.
30	25.07.14 23:36	santé-sport ?	Route du Boiron jusqu'à la gare pour ne pas devoir attendre le bus (qui est parfois en retard!)...
31	24.07.14 15:32	utilitaire ?	Chemin d'Eysins - Gare.
32	24.07.14 15:58	santé-sport ?, utilitai	Depuis les hauts de NYON, je longe le chemin pédestre qui suit la ligne du Nyon - Saint - Cergue = pas de voi
33	28.07.14 11:48	détente-rencotre ?	Centre-ville, car on peut plus vraiment y circuler en voiture aux heures de pointes tellement il est mal fait
34	24.07.14 20:11	santé-sport ?, utilitai	route de saint cergue - gare
35	28.07.14 17:27	santé-sport ?, utilitai	Un peu près tout, dont principaux axes, comme tout le monde au quotidien.
36	24.07.14 15:12	santé-sport ?, utilitai	Chez moi (chemin de Prélaz 14) à la gare, pour aller en cours, ou de chez moi en ville pour aller à la combe. Route de Saint-Cergue à la Gare et vice versa.
37	24.07.14 15:36	santé-sport ?, utilitai	Pour aller travailler
38	24.07.14 18:08	santé-sport ?, utilitai	Gare -plantaz. J y habite
39	28.07.14 11:24	utilitaire ?	Rue du stand, pour aller a l'école
40	24.07.14 15:44	détente-rencotre ?	rue de la gare-> gymnase de nyon, pour aller au gymnase et chercher a manger
41	24.07.14 16:14	santé-sport ?, déten	Du ch des plantaz jusqu en ville, pour me rendre en ville.
42	24.07.14 16:19	utilitaire ?	Route de la morâche, pour descendre en ville, au bord du lac, etc Les chemins en forêt qui monte Vers crans, parce que j'adore ces endroit calme et que je me ressource en me
43	25.07.14 10:28	santé-sport ?, déten	Baladant
44	26.07.14 07:34	utilitaire ?	centre ville -> rive ... j' essaie de ne pas utilisé mon bus le weekend
45	24.07.14 18:57	utilitaire ?	La gare à mon domicile pour me rendre au travail.
46	24.07.14 15:02	utilitaire ?, détente-r	J'habite et je travaille au centre de Nyon donc je me balade dans la ville
47	24.07.14 18:20	santé-sport ?	Tattes d'Oie - sentier du Boiron - lac pour la santé et la beauté du paysage
48	24.07.14 15:26	détente-rencotre ?	La grande route qui descend en ville car toit mes amis y sont
49	24.07.14 18:15	utilitaire ?, détente-r	Maison bureau(pl. du château)
50	24.07.14 15:26	santé-sport ?, utilitaire ?, détente-rencotre ?	

suite Q quel chemin empruntez vous le plus ?		Quels sont vos freins touchant la mobilité piétonne/pourquoi ne marchez-vous pas plus ?
no	Horodateur	
1	24.07.14 15:34	Quand je vois les bus et les camions monter sur le trottoir aux Tattes d'Oies pour croiser, ça ne me rassure pas beaucoup. Et quand je vois le temps qu'il faut pour traverser sur le carrefour Emil Frey en tant que piéton, c'est juste aberrant. Pourquoi on doit tellement attendre pour un feu vert. Alors que celui de l'hôpital est quasi instantané.
2	25.07.14 19:04 balade	peu de chemin pr piéton parc etc trop de circulation pas de paysage ou de nature. pas de but à atteindre pour voir qqch.
3	24.07.14 15:55	
4	28.07.14 15:45	
5	24.07.14 15:35 balade	A Nyon. J'aime marcher. je vais en vacances. Voir ma maman
6	24.07.14 15:35	A Nyon. J'aime marcher. je vais en vacances. Voir ma maman
7	24.07.14 15:08 travail	n'habite plus à Nyon trop de circulation et trop cher pour le logement mais à l'époque j'allais en ville à pied depuis la route de Divonne 51
8	24.07.14 22:40 shopping et détente	Depuis chemin d'Eysins à la Gare, le début du trajet est super après pas très plaisant rue Alfred-Cortot le long de la route et sous le tunnel.
9	28.07.14 12:55 travail	Des chemins qui longent la route, pas jolie/sécurisés.
10	28.07.14 12:20	Le manque de temps
12	25.07.14 14:36	
13	27.07.14 20:22	Pas assez de lieu calme. Les piétons doivent valser entre vélos, trottinettes, skate etc.....
14	26.07.14 14:33	aucun. il y a de belles boucles à faire depuis le centre.
15	24.07.14 15:15 travail	-mauvais éclairage la nuit. -manque de sécurité. - beaucoup de circulation. - le manque d'égards des automobilistes -le manque de patrouilles policières aux passages piétons Insécurité, car beaucoup de personnes qui rôdent. Et j'ai pas mal d'amis qui se sont fait tabasser gratuitement! Et je trouve aussi que tous ces passages piétons juste après un rond point est trop dangereux car pas assez d'espace pour les véhicules qui doivent s'arrêter et en même temps regarder la circulation et donc ils voient pas du 1er coup d'œil qu'un piéton veut traverser! Trop de voiture donc trop de bruit dans la ville de Nyon peu de chemins qui ne soient pas en bord de route Je suis un peu fainéant et motorisé depuis très longtemps
16	24.07.14 15:24 amis	
17	24.07.14 15:15 travail	
18	28.07.14 12:48	
19	28.07.14 13:55 détente	
20	24.07.14 17:56 shopping ou ballade	Avec un enfant de 3 ans, mon principal souci est de trouver des chemins sécurisés, où il peut marcher à côté de moi sans toucher le rétro d'une voiture.
21	26.07.14 11:10	Les récentes constructions m'incitent à prendre le bus. Les chemins changent et changent nos habitudes
22	26.07.14 11:09	Les récentes constructions m'incitent à prendre le bus. Les chemins changent et changent nos habitudes
23	28.07.14 12:43 direct	La possibilité plus facile de prendre son propre véhicule car plus rapide pour de petites courses simples
24	28.07.14 11:39 boulot loisir	Manque de temps
25	24.07.14 15:21	Je n'aime pas marcher et nous sommes bien desservis au niveau des bus et trains.
26	24.07.14 16:02 travail	Trop long trajets(Nyon-gland)
27	24.07.14 15:55	le temps
28	24.07.14 14:59	les infrastructures
29	27.07.14 03:31 travail	
30	25.07.14 23:36 rapide	Il y a des travaux en ville et il est pénible de devoir changer de trottoir.
31	24.07.14 15:32	Trop de feux rouges. certainement par fainéantise ! La marche, quelques centaines de mètres n'a jamais tué quelqu'un ! faites un effort pour votre SANTÉ ! toujours assis: au bureau, devant la télé ou devant son PC. quand bougez-vous vos fesses ? Regardez les voitures qui circulent à Nyon ou ailleurs ? Combien de passager dans la voiture : une le plus souvent ! Quelle pollution !
32	24.07.14 15:58 pas de voiture	Jean :-)
33	28.07.14 11:48	Je marche assez au travail
34	24.07.14 20:11	
35	28.07.14 17:27	????.....rien
36	24.07.14 15:12 détente cours	Car il y a peu d'endroit à Nyon où marcher sans voiture. Il manque des chemins express pour les piétons.
37	24.07.14 15:36 travail	Faire les courses. Trop lourd ou encombrant
38	24.07.14 18:08	Je trouve qu'à Nyon on marche beaucoup comparé aux plus grandes villes telles que Lausanne ou le métro et les bus sont bien desservis, cela s'explique par la taille de la ville.
39	28.07.14 11:24 école	Je sais pas
40	24.07.14 15:44 manger	flemme
41	24.07.14 16:14 shopping	
42	24.07.14 16:19	La longue distance, en dehors de Nyon
43	25.07.14 10:28	
44	26.07.14 07:34 balade	Ma fainéantise momentanée et aussi des fois le manque de temps
45	24.07.14 18:57 travail	mon véhicule est ma caisse à outils
46	24.07.14 15:02 balade	
47	24.07.14 18:20 Balade	
48	24.07.14 15:26 mes amis y sont	Car il pleut
49	24.07.14 18:15	

no	Horodateur	chemin empruntez vous le plus ?	Quel est votre endroit favoris pour marcher à Nyon ?	Quel est votre endroit public favoris pour vous arreter (lire, voir un amis etc)?
1	24.07.14 15:34		Le bord du lac	Chez moi. On peut parquer aussi longtemps que l'on en a besoin et gratuitement et une belle terrasse avec vue sur le Mt. Blanc
2	25.07.14 19:04	balade	haut de Nyon un peu de verdure ou au bord du lac	bord du lac.
3	24.07.14 15:55		le joli parc ou la promenade italienne.	Bar la jetée a rive
4	28.07.14 15:45		Le bord du lac	Lac - club velique - plage trois jetees
5	24.07.14 15:35	balade	Lac	Un cafe au bord du lac
6	24.07.14 15:35		Le château. Jardin et bord du lac	Un cafe au bord du lac
7	24.07.14 15:08	travail	Le château. Jardin et bord du lac	la colline devant la plage surnommé la Dune.
8	24.07.14 22:40	shopping et detent	le bord du lac	Place du Château et château.
9	28.07.14 12:55	travail	Bords du lac. Rive Esplanade des Marronniers.	
10	28.07.14 12:20		Place des Maronniers, Promenade d'Italie, Parc et Bourg de Rive, Forêt du Boiron	Rive (bord du lac, parc et places de jeux)
12	25.07.14 14:36		Au bord du lac	Esplanade du château
13	27.07.14 20:22		Le sentier le long du Boiron, en haut de la rte de sdt cerguer ou le bord du lac	Ben.....😞
14	26.07.14 14:33		la vieille ville de Nyon	esplanade des Marronniers
15	24.07.14 15:15	travail	Bougy, Boiron, bord du lac, Prangins	Bord du lac
16	24.07.14 15:24	amis		
17	24.07.14 15:15	travail	les jardins aux bords du lac	le centre ville
18	28.07.14 12:48		Bord du lac	Bord du lac-plage
19	28.07.14 13:55	detente	Bois-Bougis	La place des Marronniers
20	24.07.14 17:56	shopping ou ballac	le bord de l'Asse	le parc des Plantaz
21	26.07.14 11:10		Le bord du lac	Le tex pour voir des amis
22	26.07.14 11:09		J'aime beaucoup la promenade d'Italie et sa rue parallèle dans la forêt. Les enfants peuvent courir sans le souci des voitures. Il y a aussi le parc à l'entrée de Nyon avec ses fontaines, son écusson et son super parc pour les enfants.	Juste avant la plage, dans le parc du conservatoire. La promenade des Maronniers.
23	28.07.14 12:43	direct	Boiron jusqu a colovray en passant par la petite foret du boiron ou le chemin pour aller a eysins	
24	28.07.14 11:39	boulot loisit	Boiron jusqu a colovray en passant par la petite foret du boiron ou le chemin pour aller a eysins	
25	24.07.14 15:21		Bord du lac	le bord du lac
26	24.07.14 16:02	travail	Bord du lac - changins	Gare, bord du lac, esplanade marronnier
27	24.07.14 15:55		Bord du lac	Bord du lac - centre ville
28	24.07.14 14:59		Bord du lac	Conservatoire
29	27.07.14 03:31	travail	le long de l'Asse	Chateau
30	25.07.14 23:36	rapide	le bord du lac	bord du lac
31	24.07.14 15:32		Les quais	la dune en dessus de la plage
32	24.07.14 15:58	pas de voiture	Chemin qui descend du château au bord du lac.	
33	28.07.14 11:48		Bord du lac.	Place du château
34	24.07.14 20:11		à NYON, tu rigoles ! le jura et au-delà de 'autoroute !	Bord du lac.
35	28.07.14 17:27		Bord du lac	les quais au bord du lac, les colonnes romaines, le petit bois vers Eysins, éventuellement celui vers Crassier! Jean :-)
36	24.07.14 15:12	detente cours	les quais, le boiron à l'époque et les hauts de nyon	Bord du lac
37	24.07.14 15:36	travail	après le reposoir	y a plus
38	24.07.14 18:08		Partout	Pas de lieu, partout :-)
39	28.07.14 11:24	ecole	Au bord du lac	Le chateau (il y a une jolie vue et c'est calme)
40	24.07.14 15:44	manger	la descente jusqu'au bord du lac	bord du lac
41	24.07.14 16:14	shopping	Direction l asse	bord du lac
42	24.07.14 16:19		Bord du lac	En ville
43	25.07.14 10:28		Bord du lac	chateau de nyon
44	26.07.14 07:34	balade	non	
45	24.07.14 18:57	travail	En ville.	
46	24.07.14 15:02	balade	Le bord du lac	Le centre ville
47	24.07.14 18:20	Balade	Pareil que la question deux la forêt des boiron le passage qui monte jusqu'au petit Eysin et le passage derrière landi pour arriver en face des porte de nyon	
48	24.07.14 15:26	mes amis y sont	ville et bord du lac	La place du château
49	24.07.14 18:15		La place des maronniers	la place des marronniers
			vieille ville, lac	Le bord du lac
			Bord du Lac et au en dessus de Terre Bonne	Maronniers
			Les cartiers en haut de nyon	
			Bord du lac, bois bougy et la vieille ville	Il y en a tellement!

suite Q quel chemin empruntez vous le plus ?		Qu est ce qu il manque à Nyon concernant la mobilite?	Trouvez vous qu'il y a assez de parcs a nyon?
no	Horodateur		
1	24.07.14 15:34	De la cohérence. Pourquoi on fait des pistes cyclables et avant chaque carrefour, rond-point ou feux, ils sont supprimés. Je trouve que le prix du bus est trop cher et les bus trop grand et pas assez fréquent. A Dijon il y a une navette qui passe environ toutes les 10 minutes et qui est gratuite. Du coup on a envie de se déplacer à pieds et quand on est fatigué ou envie d'avancer on prend le petit bus. des chemins réservés au piétons, des animations, des points de stop pour des mts détentes bar glace etc. des bus plus pratiques et des arrêtes et moins cher!	Oui
2	25.07.14 19:04 balade		Non
3	24.07.14 15:55		Plus entretenu...
4	28.07.14 15:45	Il faut plus de parkings pour velopass. Avec que trois c'est pas pratique se l'utiliser	Oui
5	24.07.14 15:35 balade	Un mini bus. Pour les gens ages un peu plus abordable (prix. Je trouve très chers le bus surtout les retraites et	Non
6	24.07.14 15:35	Un mini bus. Pour les gens ages un peu plus abordable (prix. Je trouve très chers le bus surtout les retraites et	Non
7	24.07.14 15:08 travail	des gens qui savent conduire	Non
8	24.07.14 22:40 shopping et detent	Des itinéraires piétons en dehors du centre.	Non
9	28.07.14 12:55 travail	Plus des chemins uniquement pédestres	Non
10	28.07.14 12:20	Une densification du réseau des transports publics	Non
12	25.07.14 14:36	Joker Il manque de la verdure à certain endroits des endroit plus conviviaux des parcs ,jeux de rue se qui permet de faire des rencontre crée des contacts ce serait super de mettre des insalations pour faire du sport comme dans certain parc a Genève	Non
13	27.07.14 20:22		Non
14	26.07.14 14:33	Rien. J'attends de voir l'efficacité de tous ces feux...	Oui
15	24.07.14 15:15 travail	des pistes cyclables sécurises. - chemins piétons hors bord de routes avec ses d'affreux bus qui pus et qui font un vacarme d enfer!! Plus de lumières à certains endroits ou encore des trottoirs la ou il y en a pas comme par exemple à l'asse (côté paléo grande scène) et une ligne bien définie pour les vélos et des vraies routes plates, ils en a beaucoup qui sont biscornues!	Non
16	24.07.14 15:24 amis	Plus de zone vraiment piétonne : car même dans la zone piétonne devant manor et jusqu'à la halle il y a des voitures qui passent de temps à autres et c'est assez pénible	Non
17	24.07.14 15:15 travail		Non
18	28.07.14 12:48		Non
19	28.07.14 13:55 detente	Un grand parc au centre ville	Oui
20	24.07.14 17:56 shopping ou ballac	Il y a beaucoup de voitures mal-garées qui m'obligent à descendre sur la route pour les contourner avec ma poussette. Il manque peut-être un peu de présence policière pour sécuriser les trottoirs ... Sinon, je nous trouve assez bien lotit, on peut circuler quasi partout, il y a plein de parcs.	Oui
21	26.07.14 11:10	Les transports publics sont trop couteux	Non
22	26.07.14 11:09	Les transports publics sont trop couteux	Non
23	28.07.14 12:43 direct	Pas d'idée concrète	Oui
24	28.07.14 11:39 boulot loisit		Actuellement oui, dans 10 ans si ça n évolue pas, non.
25	24.07.14 15:21	Plus de bus les weekend et plus tard	Oui
26	24.07.14 16:02 travail	Trottoirs trop étroits sur beaucoup de routes	Oui
27	24.07.14 15:55	des pistes cyclable	Oui
28	24.07.14 14:59	des endoits sans voiture avec des infrastructure pour se poser	Non
29	27.07.14 03:31 travail	Un endroit ou promener les chiens sans devoir les garder en laisse plus de sécurité sur le chemin de l'école Route du Boiron aux Tattes d'Oies.	Non
30	25.07.14 23:36 rapide	Plus de zones non motorisés.	Oui
31	24.07.14 15:32	la volonté individuelle de marcher et d'arrêter d'utiliser la voiture pour... aller chercher son paquet de cigarettes ou son journal ! Jean :-)	Oui
32	24.07.14 15:58 pas de voiture	La bretelle pour dégorgier le centre ville	Oui
33	28.07.14 11:48		Oui
34	24.07.14 20:11		Non
35	28.07.14 17:27	o_O ???	plus de lieux où faire des pic-nics avec des abris et tables
36	24.07.14 15:12 detente cours	Il manque de joli chemin et des bancs pour s'asseoir.	Non
37	24.07.14 15:36 travail	Des parcs	Non
38	24.07.14 18:08	Rien	Oui
39	28.07.14 11:24 ecole		Non
40	24.07.14 15:44 manger	parcs	Non
41	24.07.14 16:14 shopping		Non
42	24.07.14 16:19	Un accès en bus vers la vieille ville Plus de fréquence de bus por les	Peu de parc, mais très bien faits
43	25.07.14 10:28	Personne a mobilité reduite	Oui
44	26.07.14 07:34 balade	des parkings extérieurs , au prix pas excessif ou gratuit Des bus plus régulièrement!!! Pensons notamment aux personnes âgées.	Non
45	24.07.14 18:57 travail	si ils veulent que les gens ne prennent pas leur voitures, il faudrait déjà avoir des tarifs abordables pour les transports en communs. 3.-- pour faire 2 min de bus, c'est exagéré. Et pas tout le monde est en état de marcher	Oui
46	24.07.14 15:02 balade	On a tout	Non
47	24.07.14 18:20 Balade		Oui
48	24.07.14 15:26 mes amis y sont		Pas asser de parcs pour les adolescents
49	24.07.14 18:15	Plus de parc et de promenade en haut de la ville	Oui

no	Horodateur	suite Q quel chemin empruntez vous le plus ?	vous déplacez à pieds à Nyon, comment choisissez-vous votre itinéraire ?	Quel est l'endroit le plus dangereux pour les piétons ?
1	24.07.14 15:34		au plus rapide ?	Je ne sais pas. rte de Signy bcp de circulation et surtout la route qui monte au centre commercial de Signy pas de trottoirs.
2	25.07.14 19:04	balade	au plus sécuritaire ?	
3	24.07.14 15:55		au plus rapide ?	Route suisse direction plage/piscine
4	28.07.14 15:45		au plus court ?	Station
5	24.07.14 15:35	balade	au plus « joli » ?	La gare.et au carrefour de la Migro
6	24.07.14 15:35		au plus « joli » ?	La gare.et au carrefour de la Migro la route de divonne car avec l'ecole Marens beaucoup d'enfants et les gens roulent beaucoup trop vite
7	24.07.14 15:08	travail	au plus court ?	Place de la Gare et Alfred Cortot.
8	24.07.14 22:40	shopping et detent	au plus « joli » ?	
9	28.07.14 12:55	travail	au plus « joli » ?	Autour de la gare (aussi début Route St-Cergue), passage piéton face à la boulangerie Rougemont, tous les grandes routes
10	28.07.14 12:20		au plus rapide ?	Le bord du lac
12	25.07.14 14:36		au plus « joli » ?	Les trottoirs 😊
13	27.07.14 20:22		au plus « joli » ?	traverser juste aprûs les giratoires Les passages pietons, qui sont très rapprochés en raison de la structure de la ville, ce qui conduit les automobilistes à avoir bcp de vigilance. Il faut faire très attention, certains se lancent sur la route aussi sans prendre en compte l'inattention possible du conducteur..
14	26.07.14 14:33		au plus « joli » ?	derrière la gare -toutes les zones 30 ou 20 a l heure le centre ville
15	24.07.14 15:15	travail	au plus sécuritaire ?	- les accès aux écoles Derrière la gare, malgré la vitesse à 20km/h les automobilistes n'ont pas compris que ça voulait dire "priorité au piétons ou ils veulent et quand ils veulent!!" et sinon la ou il n'y a pas de passages piéton genre sortie d'autoroute à Nyon direction Migros et Mac Do ou à l'Asse tout le chemin du giratoire au passage à niveau pour le petit train
16	24.07.14 15:24	amis	au plus sécuritaire ?	
17	24.07.14 15:15	travail	au plus « joli » ?	Autour de la gare tous les passages piétons de la ville et le soir chemin de Bourgogne et Rte de St-Cergue avec des fous qui font le rodéo et jamais de contrôles déjà dénoncés plusieurs fois
18	28.07.14 12:48		au plus rapide ?	L autoroute
19	28.07.14 13:55	detente	au plus rapide ?	
20	24.07.14 17:56	shopping ou ballac	au plus court ?	Certains passages pour piétons, notamment sur la route Suisse. La rue de la gare qui est soit-disant piétonne alors que plein de voitures l'empruntent.
21	26.07.14 11:10		au plus rapide ?	Ou les travaux sont actuellement vers le pont de la gare cote nord.
22	26.07.14 11:09		au plus rapide ?	Ou les travaux sont actuellement vers le pont de la gare cote nord.
23	28.07.14 12:43	direct	au plus rapide ?	La zone a 20km derrière la gare
24	28.07.14 11:39	boulot loisit	au plus rapide ?	Gare
25	24.07.14 15:21		au plus rapide ?	Gare
26	24.07.14 16:02	travail	au plus rapide ?	La gare
27	24.07.14 15:55		au plus court ?	la route blanche pour aller à Signy
28	24.07.14 14:59		au plus rapide ?	l avenue cortto Tates d'oies car les vélos roulent sur le trottoir
29	27.07.14 03:31	travail	au plus sécuritaire ?	
30	25.07.14 23:36	rapide	au plus rapide ?	Route de Champ-Colin devant le magasin Coop quand des véhicules stationnent sur le trottoir et obligent les piétons (enfants d'école enfantine ou primaire) à passer sur la route pour continuer leur chemin le matin.
31	24.07.14 15:32		au plus rapide ?	Le chemin d'Eysins et les Plantaz (hahaha)
32	24.07.14 15:58	pas de voiture	au plus sécuritaire ?	les passages piétons beaucoup trop près des giratoires. Des piétons passent, les voitures s'arrêtent et bouchonnent dans le giratoire ! Jean :-)
33	28.07.14 11:48		au plus rapide ?	Aucun
34	24.07.14 20:11		au plus sécuritaire ?	
35	28.07.14 17:27		au plus sécuritaire ?	Passages piétons trop près des bifurcations
36	24.07.14 15:12	detente cours	au plus rapide ?	La route du lac (de la plage à colovray)
37	24.07.14 15:36	travail	au plus rapide ?	Vers la gare, côté lac. Entre les bus, voitures, taxis et les travaux, pas toujours évident surtout qu'on on pousse une poussette
38	24.07.14 18:08		au plus court ?	Gare
39	28.07.14 11:24	ecole	au plus rapide ?	Descente depuis la Levratte
40	24.07.14 15:44	manger	au plus court ?	l'autoroute
41	24.07.14 16:14	shopping	au plus « joli » ?	Typiquement en ville avec tous ces travaux.
42	24.07.14 16:19		au plus court ?	Route de la morâche

		suite Q quel chemin empruntez vous le plus ?	Quelle distance/temps maximum êtes-vous prêt à faire à pieds ?	Quand vous vous déplacez à pieds, êtes-vous le plus souvent
no	Horodateur			
1	24.07.14 15:34		30 minutes	avec vos enfants ?
2	25.07.14 19:04 balade		40min /j	accompagné
3	24.07.14 15:55		15/20min - 2-4km	seul ?
4	28.07.14 15:45		1h	avec vos enfants ?
5	24.07.14 15:35 balade		Je n'ai jamais contrôle	seul et famill
6	24.07.14 15:35		Je n'ai jamais contrôle	seul et famill
7	24.07.14 15:08 travail		ça m'est égale tant que je peux etre tranqui pour faire ma balade	Mon conjoint ou amis
8	24.07.14 22:40 shopping et detent		30 min.	seul ?
9	28.07.14 12:55 travail		20 min	avec vos enfants ?
10	28.07.14 12:20		15 min	seul ?
12	25.07.14 14:36		30 min	Avec mon chien
13	27.07.14 20:22		1h30	avec vos enfants ?
14	26.07.14 14:33		5-10 km/ environ 1h30	seul ?
15	24.07.14 15:15 travail		travail 10 min promenade 1 a 2 heure	avec vos enfants ?
16	24.07.14 15:24 amis		Temps maximum 30 minutes si je suis pressé/rdv sinon des heures pour se balader !	seul ?
17	24.07.14 15:15 travail		20 à 30 minutes	seul ?
18	28.07.14 12:48		deux ou trois km	avec vos enfants ?
19	28.07.14 13:55 detente		5-10 minutes	amis
20	24.07.14 17:56 shopping ou ballac		30min pour me déplacer d'un point A à B. Après pour une ballade, ça peut être plusieurs heures.	avec vos enfants ?
21	26.07.14 11:10		30 minutes	seul ?
22	26.07.14 11:09		30 minutes	seul ?
23	28.07.14 12:43 direct		15minutes	seul ?
24	28.07.14 11:39 boulot loisit		2km/30min	seul ?
25	24.07.14 15:21		20 minutes	mon conjoint ou amis
26	24.07.14 16:02 travail		30 minutes	seul ?
27	24.07.14 15:55		20 minutes	amis
28	24.07.14 14:59		30 min	seul ?
29	27.07.14 03:31 travail		30 min	Avec mon chien
30	25.07.14 23:36 rapide		20 minutes.	avec vos enfants ?
31	24.07.14 15:32		20 minutes.	seul ?
32	24.07.14 15:58 pas de voiture		15 à 30 minutes !	avec vos enfants ?
33	28.07.14 11:48		30 minutes	
34	24.07.14 20:11		30 minutes	seul ?
35	28.07.14 17:27		Tout depend, pour les obligations au quotidien moins de 10 minutes, du point A au point B. Et ainsi de suite.	les deux
36	24.07.14 15:12 detente cours		Pour me promener: plusieurs heures (dans la foret ou en sentier) Utilitaire: 30 à 45 min	seul ?
37	24.07.14 15:36 travail		3 km/45min	seul ?
38	24.07.14 18:08		40min	seul ?
39	28.07.14 11:24 ecole		1h30 voir plus	seul ?
40	24.07.14 15:44 manger		qqes heures, trois jours si je suis motivee (avec les scouts)	seul ?
41	24.07.14 16:14 shopping			seul ?
42	24.07.14 16:19		Pas de limite	seul ?
43	25.07.14 10:28		Récemment j'ai fais Lausanne montreux a pied...	Amis
44	26.07.14 07:34 balade		n' importe	seul ?
45	24.07.14 18:57 travail			seul ?
46	24.07.14 15:02 balade		J'adore marcher, j'ai un chien donc je peux faire des kilomètres sans problème	seul ?
47	24.07.14 18:20 Balade		Ça dépend si on est presse ou c'est pour les loisir	Mon conjoint
48	24.07.14 15:26 mes amis y sont		Nimporte quelle distance	Amis
49	24.07.14 18:15			seul ?
50	24.07.14 15:26			seul ?

no	Horodateur	suite Q quel chemin empruntez vous le plus ?	Qu'est-ce qui pourrait vous inciter à vous déplacer plus à pieds ?	Connaissiez-vous le Pedibus ?	Si oui, Y êtes-vous favorable ?	Seriez-vous prêt à l'utiliser ?
1	24.07.14 15:34		ex : Voitures parkées en cachant la visibilité pour traverser et les vélos qui des jolis jardins de des animaux, des panneaux de des devinettes un	oui	Oui	Oui
2	25.07.14 19:04	balade	fitness dehors ou un parcours vita. des chemins plutôt plat facile a	non		
3	24.07.14 15:55		Des zones piétonnes dynamique... Centraliser des lieux vivants au même endroit. Moins des voitures et possibilité de revenir vitr avec un velo si wat	oui	Oui	Oui
4	28.07.14 15:45		nécessaire	oui	Oui	Oui
5	24.07.14 15:35	balade	Un chemin pédestre	non		
6	24.07.14 15:35		Un chemin pédestre	non		
7	24.07.14 15:08	travail	D'avoir des chemins fait expres pour les pietons ou il n'y a pas de route qui passé.	non		
8	24.07.14 22:40	shopping et detent	Des itinéraires piétons en dehors du centre. Des zones à 30.	oui	Oui	Oui
9	28.07.14 12:55	travail	Plus des chemins qui ne longent pas la route, qui sont jolie et sécurisés.	oui	Oui	Oui
10	28.07.14 12:20		Des endroits plus sécurisés pour les piétons, des idées d'itinéraires	oui	Oui	Oui
12	25.07.14 14:36		De sympathiques chemins	non		Oui
13	27.07.14 20:22		des parcours sympa ,de l'éclairage a certain endroit de la villepour marché le soir Mon rêve : établir un cheminement piétonnier depuis l'embouchure du Boiron à la piscine de Colovray. Toutes les conventions sont signées, pourquoi les propriétaires riverains ne nous laissent pas passer ? Il faudrait organiser un vote !	non		
14	26.07.14 14:33		la sécurité l éclairage	oui	Oui	Oui
15	24.07.14 15:15	travail	les chemins fleuris	non		
16	24.07.14 15:24	amis	Trouver un travail à Nyon et moins d'insécurité.	non		
17	24.07.14 15:15	travail	Plus de sécurité	oui	Oui	Oui
18	28.07.14 12:48		la sécurité	oui	Oui	Non
19	28.07.14 13:55	detente	Un retrait de permis	non		Oui
20	24.07.14 17:56	shopping ou ballac	Pas grand-chose étant donné que je fais déjà tout mes déplacements à pieds	non		Oui
21	26.07.14 11:10		La plupart du temps je suis deja a pied sauf en cas d urgences...	non		Oui
22	26.07.14 11:09		La plupart du temps je suis deja a pied sauf en cas d urgences... Le fait d'être plusieurs en descendant(même Principe que ci-voiturage), le fait de me rapprocher plus de mon travail	non		Oui
23	28.07.14 12:43	direct		non	Oui	Oui
24	28.07.14 11:39	boulot loisit	Plus de temps a disposition	oui	Oui	Oui
25	24.07.14 15:21		Je ne sais pas	non		
26	24.07.14 16:02	travail		non		
27	24.07.14 15:55			oui	Oui	Non
28	24.07.14 14:59		un community challenge ou des avantage grâce a la marche	non		
29	27.07.14 03:31	travail		non		
30	25.07.14 23:36	rapide	Je me déplace souvent à pied, je ne vois pas ce qui pourrait m'encourager à + le faire.	oui	Oui	Oui
31	24.07.14 15:32		Un retrait de permis.	non		
32	24.07.14 15:58	pas de voiture	quand il y a du soleil, c'est plus agréable ! Jean :-)	oui	Oui	
33	28.07.14 11:48		Rien de particulier	oui	Oui	Oui
34	24.07.14 20:11			oui	Oui	Oui
35	28.07.14 17:27		Une baguette magique pour porter tout ce que est lourd, encombrant, le tout gratuit, sans dépendre de personne, au gré des besoins, urgence. des "buts" comme aller à rive manger une glace. Ainsi que des bancs et des chemins	non	Oui	Oui
36	24.07.14 15:12	detente cours		non		
37	24.07.14 15:36	travail	Je vois pas	non		
38	24.07.14 18:08		Je arche déjà suffisamment	non		
39	28.07.14 11:24	ecole		oui	Oui	Oui
40	24.07.14 15:44	manger	moins de fleme	non	Non	Non
41	24.07.14 16:14	shopping		non		
42	24.07.14 16:19		Moins de feu	oui	Oui	Non
43	25.07.14 10:28		Faire le			
44	26.07.14 07:34	balade	Plus souvent possible	non		Oui
45	24.07.14 18:57	travail		oui	Oui	Oui
46	24.07.14 15:02	balade	Rien j'ai pas le choix, j'ai pas le permis ! mdr	non		Oui
47	24.07.14 18:20	Balade	Concernant le Pedibus j'ai pas compris la question car c0est pour les enfants uniquement (enfin que je sache)	oui	Oui	Non
48	24.07.14 15:26	mes amis y sont	Rien de special	oui	Oui	
49	24.07.14 18:15			non		
50	24.07.14 15:26			non		

Appendix 4 - Qualitative survey

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Questionnaire

Météo du jour :

Profil :

Nom:

Prénom:

âge:

Fonction/travail:

Adresse:

Combien de temps consacrez vous à la marche par jour et pour quel raison ?

Quand je vous dit mobilité piétonne qu'est ce que cela vous évoque ?

Quels sont les freins concernant la mobilité ?

Quelles sont vos motivations pour marcher ?

Qu'est ce qui vous motiverait à plus marcher ?

Appendix 5 - quantitative survey

Mobilité piétonne à Nyon

Titre du formulaire

Bonjour à tous, voilà mon questionnaire concernant la mobilité piétonne à Nyon. Avec votre aide j'espère arriver à améliorer la mobilité et la qualité de notre chère petite ville, car Nyon est un exemple dans beaucoup de chose dont les festivals en ce moment mais pas en mobilité douce, étant donné que nous sommes une des villes les plus motorisées du canton de Vaud. Je vous demande 5 minutes qui pourront peut-être changer les choses.

Pourquoi marcher vous ?

santé-sport ?

utilitaire ?

détente-rencontre ?

Quel est le chemin que vous empruntez le plus souvent et pourquoi?

Quels sont vos freins touchant la mobilité piétonne/pourquoi ne marchez-vous pas plus ?

Quel est votre endroit favori pour marcher à Nyon ?

Quel est votre endroit public favori pour vous arrêter (lire, voir un amis etc)?

Qu'est-ce qu'il manque à Nyon concernant la mobilité?

Trouvez-vous qu'il y a assez de parcs à Nyon?

Oui

Non

Autre :

Lorsque que vous vous déplacez à pieds à Nyon, comment choisissez-vous votre itinéraire ?

au plus court ?

au plus rapide ?

au plus « joli » ?
au plus sécuritaire ?

Quel est l'endroit le plus dangereux pour les piétons ?

Quelle distance/temps maximum êtes-vous prêt à faire à pieds ?

Quand vous vous déplacez à pieds, êtes-vous le plus souvent ?

seul ?
avec vos enfants ?
Autre :

Qu'est-ce qui pourrait vous inciter à vous déplacer plus à pieds ?

Connaissez-vous le Pedibus ?

oui
non

Si oui, Y êtes-vous favorables ?

Oui
Non

Seriez-vous prêt à l'utiliser ?

Oui
Non